

Pawan Kumar

Full-Stack Digital Growth Marketer

SEO • Paid Ads • Funnels • Analytics | 5,000+ Sites Optimized | Lead Gen at Scale

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CORE EXPERTISE

Performance Marketing

- Google Ads (Search/Display)
- Meta Ads (Lead Gen/Retargeting)
- Budget Optimization & Testing
- Landing Page + Funnel Strategy

SEO & Authority

- Technical SEO Audits
- On-Page SEO & Content Planning
- Off-Page / Authority Building, Schema Markup, Keyword Research & Competitor Analysis

Analytics & Tracking

- GA4
- Google Tag Manager
- Search Console
- Crisp Chatbot
- Conversion Tracking & Reporting

SKILLS

Performance Marketing

Google Ads, Meta Ads, Retargeting, Funnels, Landing Pages, A/B Testing

SEO

Technical SEO, On-Page, Off-Page/Link/Backlink Building, Keyword Research, Authority Building, Schema, Plugins

Tools

GA4, Google Tag Manager, Search Console, WordPress, Excel/G Sheets, Yoast/Rankmath, Canva, Photoshop, Semrush, Moz.

Web

HTML, CSS, Bootstrap, Basic JavaScript, Tailwind, Vanilla Js, Jason, JQuery, Basic PHP, Cpanel, Cloudflare, SVG

STRENGTHS

Analytical

Fast Learner

Execution-Focused

Creative Problem Solver

Data-Driven

PROFESSIONAL SUMMARY

Full-stack digital marketer with 6+ years of experience building scalable growth systems across SEO, paid advertising, and conversion funnels. Proven track record optimizing 5,000+ websites, generating high-intent leads, and improving performance through data-driven execution.

KEY ACHIEVEMENTS

- Optimized SEO for 5,000+ websites improving visibility, rankings, and authority
- Generated consistent qualified leads through multi-channel paid campaigns
- Built full acquisition funnels from traffic → landing page → conversion
- Improved campaign efficiency by reducing CPL through targeting + creative testing

EXPERIENCE

Freelance

2019 - Present

SEO Specialist

- Improved keyword rankings and organic visibility across 5,000+ websites
- Performed technical audits and fixed on-page issues to boost crawlability and performance
- Executed authority-building strategies to improve domain strength

DFP

2022 - 2024

Digital Marketer

- Managed Google & Meta campaigns focused on lead generation
- Optimized audience targeting and creatives to improve conversion rates
- Built tracking and reporting workflows (GA4 + GTM) for clearer ROI visibility

Entertool

2024 - 2025

Growth Specialist

- Built acquisition funnel strategy across SEO and paid channels
- Contributed to growth to 2,000+ users through consistent performance

improvements

- Coordinated experiments and landing page optimization to increase conversion

PROJECTS

Entertool Growth System

Full acquisition funnel for scalable user growth

- Designed funnel from traffic to conversion
- Improved signup flow and tracking
- Optimized channel mix for steady acquisition

DFP Multi-Channel Lead Campaign

Google + Meta campaigns focused on qualified lead generation

- Built audiences and creatives
- Iterated ads and landing pages via testing
- Improved efficiency with tracking + reporting

EDUCATION

Diploma in Computer Science Engineering

2025