

KAPIL BHANDARI

Performance Marketing Executive

MayurViharPh-1, Delhi - 110091 | 8851822616 | kapilbhandari854@gmail.com | [Portfolio](#)

CAREER SUMMARY

Digital Marketing Executive with 8+ months of experience across paid advertising and SEO content, including specialized in running and optimizing Google Ads and Meta Ads campaigns. Skilled in budget planning, ROI tracking and data-driven campaign optimization to drive measurable growth. Combines strong analytical skills with a content and SEO foundation to build full-funnel marketing strategies that improve visibility, lower acquisition costs and increase conversions.

WORK EXPERIENCE

Performance Marketing Syntax World

May 2026–July 2026 (Part-Time Internship)

- Plan, launch, and manage paid advertising campaigns across Google Ads and Meta Ads to drive qualified traffic and leads.
- Manage and allocate campaign budgets, tracking spend against targets to maximize ROI and cost efficiency.
- Monitor key performance metrics (*CTR, CPC, CPA, ROAS*) and optimize targeting, bidding, and creatives based on data.
- Conduct A/B testing on ad creatives, audiences and landing pages to continuously improve campaign performance.
- Generated **5 qualified** leadst through Meta Ads and drove **700+ website visits** via Google Ads

SEO Content Writer | LeadSure Media Pvt Ltd

November 2025 - Present (8+ Months)

- Worked on 15+ industries and wrote SEO-optimized blogs, website content and product descriptions to improve organic visibility.
- Conducted keyword research using tools like Semrush and Google Keyword Planner to build search-friendly content strategies.
- Ensured content quality (following E-E-A-T guidelines), originality, and alignment with brand voice.

Self Practice

Portfolio | [Kapil Bhandari](#)

- Implemented on-page and technical SEO strategies on a personal website.
- Performed keyword research and competitor analysis to identify ranking opportunities.
- Optimized meta tags, headings, internal linking, and website speed.
- Successfully ranked targeted keywords in the top 3 Google search results.

EDUCATION & CERTIFICATION

Bachelor of Commerce

IGNOU University | 2023 - 2026

Certification: Digital Marketing & Performance Marketing

Syntax World IT Training Institute | 2023

SKILLS

Technical Skills:

- Google Ads & Meta Ads (Performance Marketing)
- Campaign Budgeting & ROI / ROAS Tracking
- SEO (On-page & Technical)
- Keyword Research
- WordPress

Marketing Skills:

- Paid Media Strategy
- Content Strategy
- E-commerce Listing Optimization
- Email Marketing