

Shailendra Singh Bais

Call: [8722252030](tel:8722252030)

tshailendrasinghbais@gmail.com



Summary:

Strategic thinker with 3+ years of proven corporate background, enriched by 6+ months of dedicated paid media experience. Adapt at cross-functional collaboration & leverage analytics to optimize campaigns for ROI.

Skills:

- No-Code: ConvertKit, Wix & WordPress.
- Enhanced Ecommerce Tracking using GTM.
- Knowledge of RSA, DSA, PLA & Ad Customizers.
- Analytical & Creative Thinker.
- PPC Tools: Microsoft & Google Ads Editors.
- Data, Analytics, Attribution & Reporting.
- Knowledge of SS Tagging & FB Conversion API.
- Result-driven & Problem-Solving Attitude.

Experience:

Upskilling Career Break & Freelancing: Dec 2021

- Few certifications: Google Search, Display & Shopping Ads, Microsoft Search Ads, Google Tag Manager, Google Analytics 4, Google Looker Studio, CRO & Copywriting.
- Successfully reduced CPC for Call Only Ads for a SME & also extended expertise to a Real Estate firm.

Cloudbeaver Technologies as Digital Marketing Executive: Oct 2021

- Being solo in marketing, generated 60-65 leads per month for a high-ticket course using Google 'Search & Display' Ads, Facebook Ads & LinkedIn Ads with CVR of 1.5%.

PixelTrack as Digital Marketing Intern: Mar 2021

- Adeptly mastered Google Ads (Search & Display) & Facebook Conversion Campaigns.
- Learnt CATT framework in B2B & B2C Lead Generation (Used: Snow.io, Getprospect, etc).
- Implemented Automation Emails when user fills the form (Used: Convertkit, Typeform & Zapier).

Thapos Inc. as Digital Marketer: Aug 2020

- Conducted Keyword Research & skilfully prepared Meta Data for a website with quotes as images.
- Increased traffic by online engagement, by participating in forum discussion on Quora.
- Effectively collaborated with development teams to identify & rectify Google Search Console Errors.
- Employed tools such as SEMRush & SpyFu to meticulously monitor keywords for organic growth.
- Basically, worked in Agile environment using Rally software to track tasks & progress.

Rakesh Tech Solutions as Digital Marketing Analyst: June 2018

- Conducted SEO Audits & implemented SEO on-page of an HTML website enhancing visibility in SERP.
- Successfully executed off-page SEO strategies, creating backlinks that bolstered the online authority.

- Demonstrated skills in maintaining the company's website in top 3 ranking for Madhapur location.
- Orchestrated successful local SEO initiatives by skilfully managing Google My Business profiles.
- Executed SMO strategies that encompassed content creation, scheduling & engagement.
- Employed the VidIQ vision toolbar for video discoverability & created Doorway Pages.

Netizensstop as Digital Freelancer: May 2011

- Generated income via Google AdSense on my blog & as Monetization Maven at Hub Pages.
- Procured old as well as registered fresh domains, producing content to boost PR & then sell-off.

Professional Certifications:

- Was in Top 100 in my cohort in [Digital Deepak Internship Program](#) from Pixel Track.
- Was a Top Performer in my cohort in [Performance Marketing Mentorship Program](#) from Growth School.
- Did a ton of other individual courses. Check all my professional certificates - [Link](#).

Education:

- **BCA - 2009 – 2013, Gulbarga University.**

Projects:

- Brand Competitor Analysis for MailChimp – [Link](#).
- Business named Tarnea: User Unaware To Most Aware Journey With Ad Copies – [Link](#).
- Advanced Conversion Tracking – [Link](#). Graphic Design Samples using Canva - [link](#).
- Paid Media Proposal for Medical University of Americas (MUA) - [Link](#).
- A sample report built using Google Looker Studio [Link](#).

Personal Details:

Name	: Shailendra Singh Bais
Marital Status	: Single
Languages Known	: English, Hindi & Kannada
Temporary Address	: #306, Adithya Green Gardens Apts., 1 st Main, Kodigehalli, Bengaluru - 560067