OSHIN SAXENA

PERFORMANCE MARKETING · PAID SOCIAL & SEM

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SUMMARY

Performance marketer managing end-to-end paid and organic marketing for a D2C apparel brand on Shopify. Experienced in Meta and Google Ads campaign structure, audience segmentation, creative testing, and funnel analysis. Google Ads Search certified, with over a year of data analysis experience at Morningstar. Seeking a performance marketing role with an agency or brand team in Mumbai.

TECHNICAL SKILLS

- **Performance Marketing:** Campaign Planning | Ad Optimization | Audience Targeting | Budget Allocation
- **Search Engine Marketing:** Google Ads | Ad Copywriting | Bid & Budget Optimization
- **Social Media Marketing:** Instagram & Facebook Ads | Content Strategy | Community Management | Engagement Tracking
- **Search Engine Optimization:** Keyword Research | On-Page SEO | Google Search Console | Link Building
- **Content Marketing:** Content Calendars | SEO Copywriting | Short-Form Video | Blog Writing
- **Analytics & Tools:** Meta Ads Manager, Google Ads, Google Analytics (GA4), Google Search Console, Canva, Adobe Photoshop, Adobe Illustrator, Excel, Google Sheets, ChatGPT, Claude, Gemini, Shopify Analytics

WORK EXPERIENCE

Marketing Lead (Freelance), The House of Goods (D2C Apparel Brand) — Jul 2026 - Present

₹5K managed ad spend · 147 add to carts · ₹23.78 per add to cart · 12.04% link CTR · ₹1.57 link CPC

- Planned and executed a ₹5K Meta conversion campaign structured across cold prospecting and retargeting, using custom audiences, manual targeting controls, and add-to-cart optimization to work within budget constraints
- Drove 146 of 147 add to carts through cold prospecting across 18,419 impressions, with retargeting contributing the remainder
- Traced a drop-off between add to cart and purchase to the checkout stage through Shopify and Meta Ads Manager data, isolating it from ad performance
- Diagnosed an earlier session-to-add-to-cart gap using Shopify analytics, traced it to product page imagery rather than ad targeting, and rebuilt the creative approach accordingly
- Tested three creative formats against a single audience to isolate format performance, and set up Meta Pixel and Conversions API on Shopify for conversion tracking
- Built the brand's Instagram content strategy across four content pillars, producing all campaign visuals and video creatives

Research Associate, Morningstar, Inc. — Apr 2024 - May 2025

- Conducted market research on early-stage companies to identify trends, funding patterns, and growth opportunities
- Analyzed funding data and competitive landscapes to derive actionable insights
- Maintained 99%+ data accuracy across high-volume research and reporting in fast-paced, deadline-driven environments

Graphic Design Intern, BookMyShow — Apr 2022 - Jun 2022

- Designed digital creatives for movie and event campaigns across India and Sri Lanka
- Collaborated with marketing teams to hold brand consistency across campaigns

MARKETING PROJECTS

JoySpoon, Google Ads & SEO Campaign

- Built a full funnel Google Ads strategy across Search, Shopping, Display, and YouTube, covering campaign structure, keyword mapping, audience targeting, and budget allocation
- Wrote the ad copy variations and produced two AI generated video ads
- Ran an on page SEO review to find keyword and content gaps across key pages

UrbanSpace, Social Media & Performance Marketing Campaign

- Audited the brand and its competitors on social, then built a combined organic and paid plan with a content calendar and creatives
- Planned the paid social layer across Instagram and Facebook, setting campaign objectives, audience targeting, placements, and budget split

EDUCATION

Advanced Certification in Digital Marketing, IIDE - The Digital School, Mumbai — Nov 2025 - May 2026

Bachelor of Management Studies (BMS), SIES College of Arts, Science and Commerce, Nerul — Sep 2020 - May 2023
Grade: 9.85 CGPI

CERTIFICATIONS

- Google Analytics Certification, Google — May 2026
- SEO Certification, HubSpot — Apr 2026
- Google Ads Search Certification, Google — Mar 2026
- Content Strategy, FCB Kinnect — Dec 2025
- Excel from Beginner to Advanced, Udemy — Aug 2023

LEADERSHIP & ACTIVITIES

- Led the digital creatives team responsible for social media communication for the college fest, managing the content calendar and online visual execution for event promotions