

Ritesh Singh

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PROFILE

Performance Marketer and Meta Ads Specialist with a strong foundation in paid media strategy, funnel optimization, and ROI-driven growth. MCA graduate with hands-on experience managing Meta and Google Ads campaigns, optimizing audience targeting, creatives, and budgets to improve conversions and reduce acquisition costs. Combines data-driven marketing with technical expertise in WordPress and website optimization to deliver measurable business outcomes.

PROFESSIONAL EXPERIENCE

INNOSYTE – FREELANCING PROJECTS | DIGITAL MARKETING & WEB SOLUTIONS

PATNA & REMOTE | 2023–PRESENT

Focus: Digital & Growth Marketing, Performance Communications, Tracking & Insights

Marketing & Growth (Performance + Organic)

- Led performance marketing campaigns across Meta Ads (Facebook & Instagram) and Google Ads, contributing to 30–50% growth in inbound leads for multiple client projects.
- Planned and managed end-to-end paid marketing funnels, overseeing monthly ad spends of ₹1.5L–₹4L+ across platforms while maintaining cost efficiency.
- Optimized campaigns through A/B testing of creatives, ad copies, and audience segments, resulting in 20–35% improvement in CTR and 15–25% reduction in CPA.
- Scaled high-performing campaigns by reallocating budgets and refining targeting, improving overall ROAS and lead quality.
- Strengthened paid performance using organic marketing strategies, including SEO-aligned content and social media optimization, contributing to 20%+ uplift in organic traffic over time.
- Tracked campaign performance using analytics and platform insights, delivering data-driven reports to guide optimization and scaling decisions.

Web Development & SEO Implementation

- Developed **SEO-compatible, responsive WordPress websites** with interactive designs and full functional integrations to support business and marketing goals.
- Implemented **on-page SEO best practices, performance optimization, and tracking integrations** to improve visibility, speed, and user engagement.
- Collaborated with performance marketing workflows to create **conversion-focused landing pages** aligned with paid and organic growth strategies.

DLEAFTECH PVT. LTD.

PATNA, BIHAR | 2021-23

Wordpress Developer

- Developed and maintained **responsive WordPress websites**, customizing themes and plugins to meet business and usability requirements.
- Implemented **SEO-friendly structures, performance optimization, and mobile responsiveness** to improve site visibility and speed.
- Integrated **lead capture forms, CTAs, and basic tracking tools** to support conversion and marketing objectives.
- Developed **e-commerce, business, portfolio, landing page, and service-based WordPress websites**, customized with required functionalities and optimized for performance and usability.

EDUCATION

MCA - Galgotias College of Engineering and Technology, Greater Noida

2023-25

BCA- MAHARAJA COLLEGE, VKSU,ARRAH

2018-21

KEYSKILLS & TOOLS

- **Performance Marketing & Paid Media:** Meta Ads (Facebook & Instagram), Google Ads, campaign structuring, budget optimization, A/B testing.
- **Growth & Organic Marketing:** SEO fundamentals, keyword research, content optimization, social media marketing, funnel optimization.
- **Analytics & Tracking:** Google Analytics, Ads Manager insights, conversion tracking, performance reporting, data-driven optimization.
- **Web & Creative Tools:** WordPress, landing page optimization, Canva, basic UI/UX, conversion-focused website development

EXTRACURRICULAR

- Represented in inter-college cricket tournaments and served as Team Captain, leading match strategies, on-field coordination, and team performance.