

SAMEER KHAN

PERFORMANCE MARKETING MANAGER

CONTACT

☎ +91 9145847708

✉ sameer@desireedits.com

📍 Noida, UP

🌐 www.linkedin.com/in/saam1

PROFILE

Performance Marketing Manager with 4+ years of hands-on experience in ads, funnels, sales and growth. Generated 153 digital product sales in one month with ₹56,511 revenue and helped contribute to consistent ₹100K+/month agency sales. Focused on turning marketing into measurable business results.

EDUCATION

Bachelor of Commerce (B.Com)
SHRI RADHESHYAM R. UNIVERSITY
2021 - 2024

Computer Fundamentals (RSCIT)
VARDHMAN UNIVERSITY
2018 - 2019

SKILLS

- Customer Psychology & Psychographics
- Meta & Google Ads
- Lead Generation & Acquisition
- Marketing Funnels & CRO
- Landing Page Optimization
- Email & CRM Automation
- Google Analytics & Tag Manager
- Client Acquisition & Outreach
- Sales, Follow-ups & Closing
- Campaign Scaling & Revenue Growth
- Content Marketing
- AI & No-Code Tools
- Market & Audience Research
- Webinar Marketing & Conversion

LANGUAGES

- English (Fluent)
- Hindi (Fluent)

WORK EXPERIENCE

● Growth Marketing Executive

NOV 2025 – MAY 2026

SIHO Research (InvestVidhi)

AI-powered equity research platform for investors

- Ran Facebook, Google Search & Display campaigns for lead generation.
- Built lead-to-webinar funnels with CRM, email & WhatsApp automation.
- Managed Brevo CRM, email campaigns and webinar follow-ups.
- Made 20-25 targeted calls and booked 5 qualified meetings.
- Managed Google Analytics, Google Tag Manager and marketing tracking.
- Planned LinkedIn content and worked with designers on marketing creatives.
- Built conversion-focused landing pages using AI and no-code tools.

● Founder & Performance Marketing Executive

DEC 2024 – JUN 2026

Desire Edits

Content marketing agency focused on brand & revenue

- Helped contribute to consistent ₹100K+/month agency sales.
- Acquired 20+ paid clients through outreach and referrals.
- Managed client acquisition, closing and onboarding end-to-end.
- Worked with Indian and international clients across content and branding projects.
- Helped build social media growth case studies through content marketing.
- Built and improved internal systems for client files, workflows and team delivery.
- Used AI and no-code tools to improve business processes and execution.

● Digital Product Growth Marketer

SEP 2023 – MAR 2025

Digital Product Business | Performance Marketing

Built and marketed digital products through paid advertising, funnels and conversion-focused marketing.

- Generated 153 sales in one month, reaching ₹56,511 revenue.
- Managed paid advertising and optimized campaigns for better conversions.
- Built landing pages, sales funnels and end-to-end customer journeys.
- Used audience research, psychology and market research to improve sales.
- Worked on campaign scaling and revenue optimization.
- Set up email marketing, payment flows and automation.

● Affiliate Marketing Specialist

Jul 2021 – Aug 2023

LeadsGuru Official

Company specializing in lead generation and digital marketing

- Promoted Ed-tech online courses and earned ₹50K+/month consistent in affiliate commissions.
- Gained skills in social media marketing, freelancing, email marketing, and sales
- Conducted follow-ups, shared case studies, and handled objections to close sales.