

Personal Portfolio

SHALMAN SHAH

Content

Slides for content will follow this table to briefly showcase my skills

CERTIFICATION

BRAND COLLOBARATION

VISION

EXPERTISE FIELD

NOTABLE PROJECTS

CONTACT

Certification



Meta Certified Associate



Hubspot certified as a Paid Media Buyer



Linkedin Verfied Digital Marketer

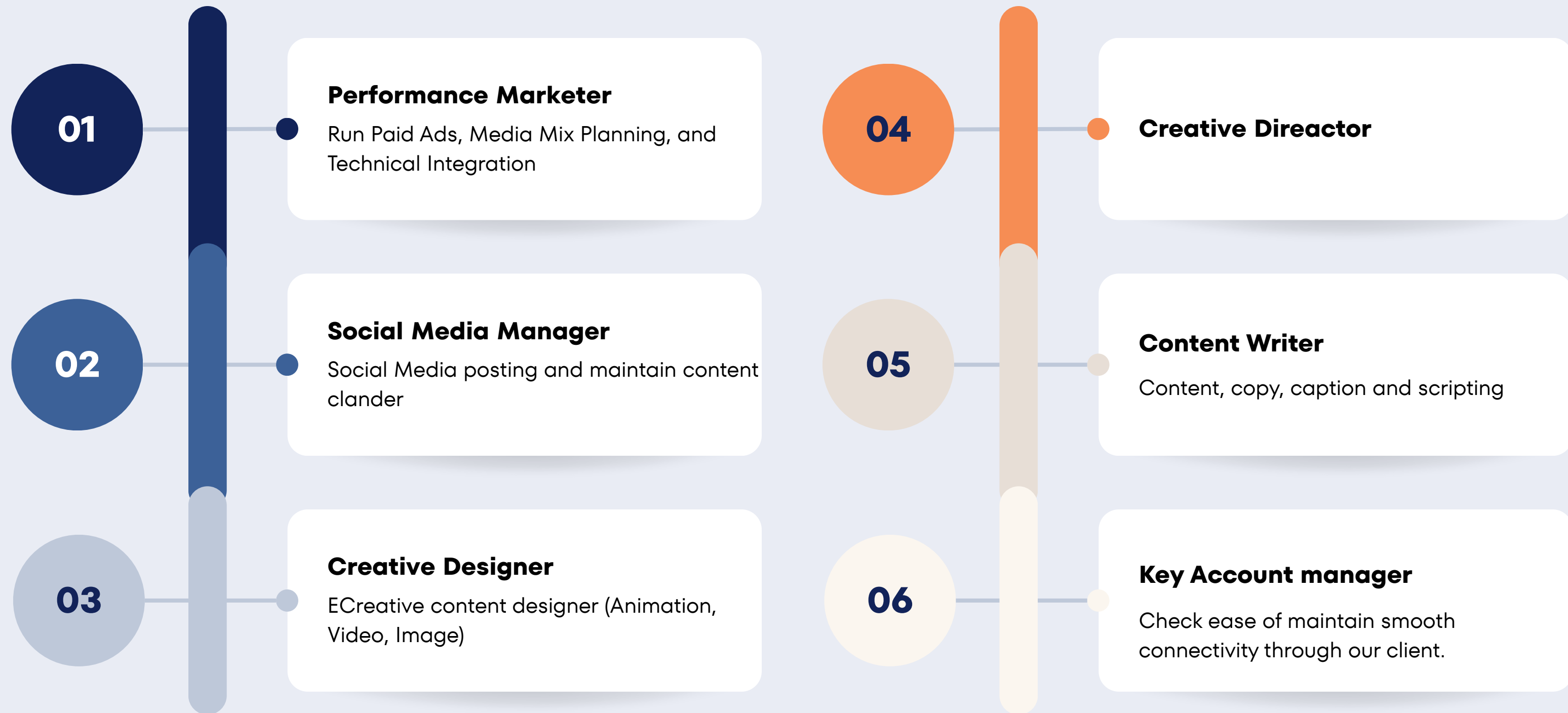


Google Certified Advertiser



My Team

Six criteria used to compare Services

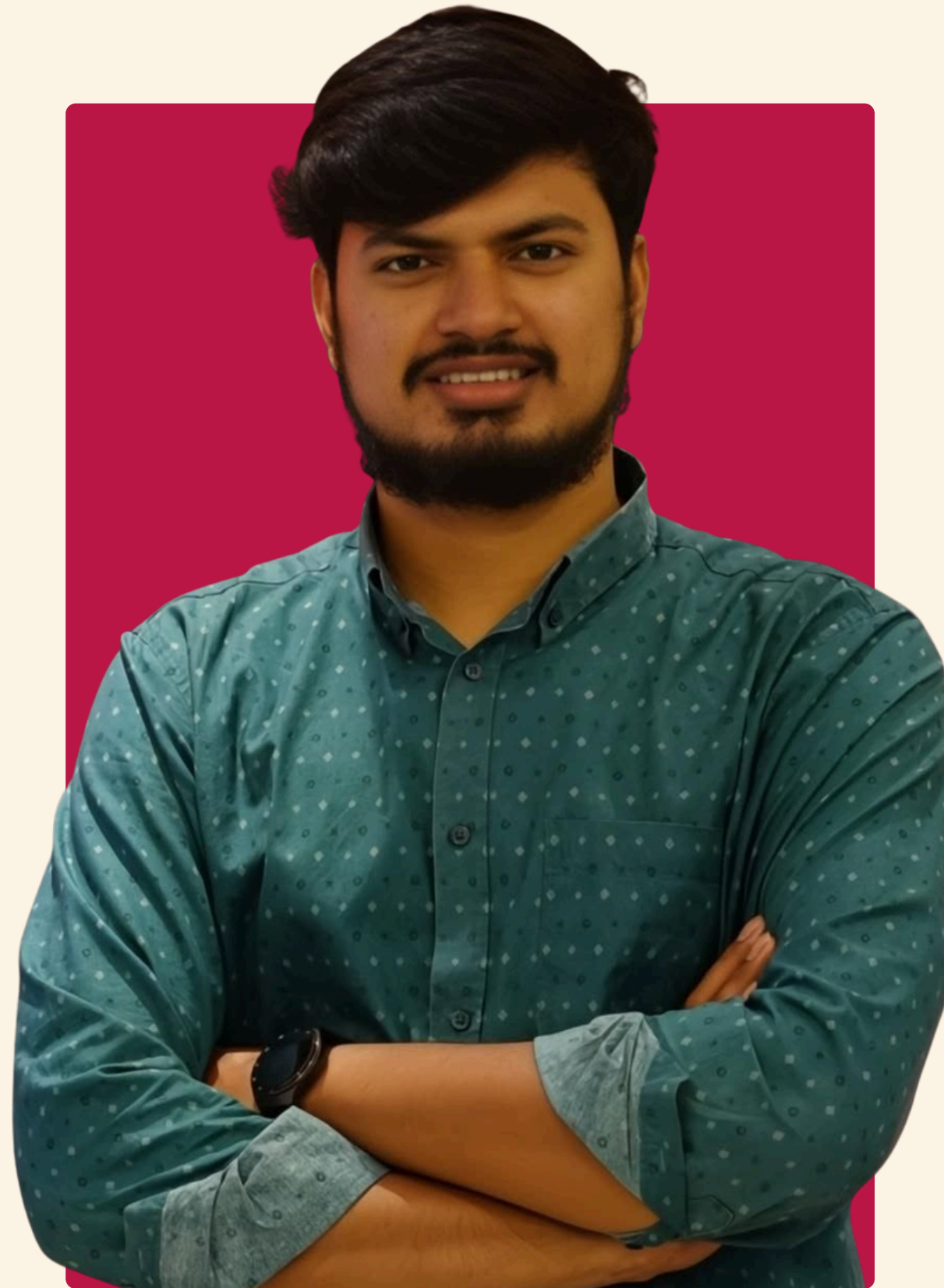


PERFORMANCE MARKETING SPECIALIST

ABOUT ME

Data-driven Performance Marketing & Digital expertise over 11 years of experience in data driving high-performance marketing with digital team and campaigns across multiple (Google, META) digital platforms.

Expertise in managing PPC, SEM, display advertising, google ads with a strong focus on ROI and cost-per-acquisition (CPA) optimization. Proven ability to boost conversation rates with minimizing CPC.



SHALMAN
SHAH



SHALMAN SHAH

VISION

My vision is to drive measurable growth through data-driven strategy, creative optimization, and cross-channel execution. I build scalable marketing systems that maximize user acquisition, LTV, and ROAS across digital platforms.

I'm committed to:

- Turning insights into action through analytics and attribution modeling
- Integrating creative and media for stronger engagement and conversion
- Adapting quickly to evolving platforms like Google, Meta, LinkedIn, TikTok, and programmatic
- Delivering sustainable, performance-driven marketing at scale



SKILLS



Instagram



Google My Business



渋谷

LinkedIn



WhatsApp Business



Google Maps



Google Analytics



WORK EXPERIENCE

I HAVE SUCCESSFULLY LED PERFORMANCE MARKETING STRATEGIES ACROSS MULTIPLE INDUSTRIES, WORKING WITH BRANDS SUCH AS **AKG MACINNO PLATFORMS LTD.**, **ENIGMA MULTIMEDIA LTD.**, **MPIRE GLOBAL LTD.**, AND **DOEL OTT**. MY EXPERTISE SPANS GOOGLE ADS, META ADS, LINKEDIN, AND GOOGLE UAC, WITH A STRONG FOCUS ON ROI-DRIVEN CAMPAIGN OPTIMIZATION, CPA REDUCTION, AND LEAD GENERATION. AT REMITTANCE COMPANY (ROME) **NATIONAL EXCHANGE COMPANY S.R.L.**, I LAUNCHED GEO-TARGETED, MULTILINGUAL CAMPAIGNS FOR DIASPORA AUDIENCES, BOOSTING CONVERSIONS AND USER ACQUISITION.

FOR **ATISH DIPANKAR UNIVERSITY**, **SONARGAON UNIVERSITY** I MANAGED FULL-FUNNEL STUDENT ENROLLMENT CAMPAIGNS. **SAJEK ECO VALLEY RESORT** SAW A RISE IN BOOKINGS THROUGH TARGETED SEASONAL PROMOTIONS. I'VE ALSO COLLABORATED WITH BI AND CREATIVE TEAMS TO ENHANCE TRACKING, A/B TESTING, AND CREATIVE EFFECTIVENESS. THIS DIVERSE EXPERIENCE HAS SHAPED ME INTO A RESULTS-ORIENTED PERFORMANCE MARKETER WITH A STRONG COMMAND OF BOTH PAID MEDIA STRATEGY AND DIGITAL GROWTH EXECUTION.



• **PERFORMANCE MARKETING**

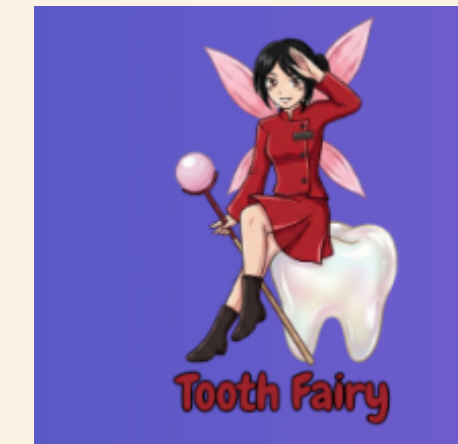
• **PROJECTS**



NOTABLE PROJECTS



Abul Khair Group



PROJECT PORTFOLIO

Presenting the projects I have worked on

PROJECT 01



PROJECT 02



PROJECT 03



PROJECT 01

CAMPAIGN FOR BKMEA

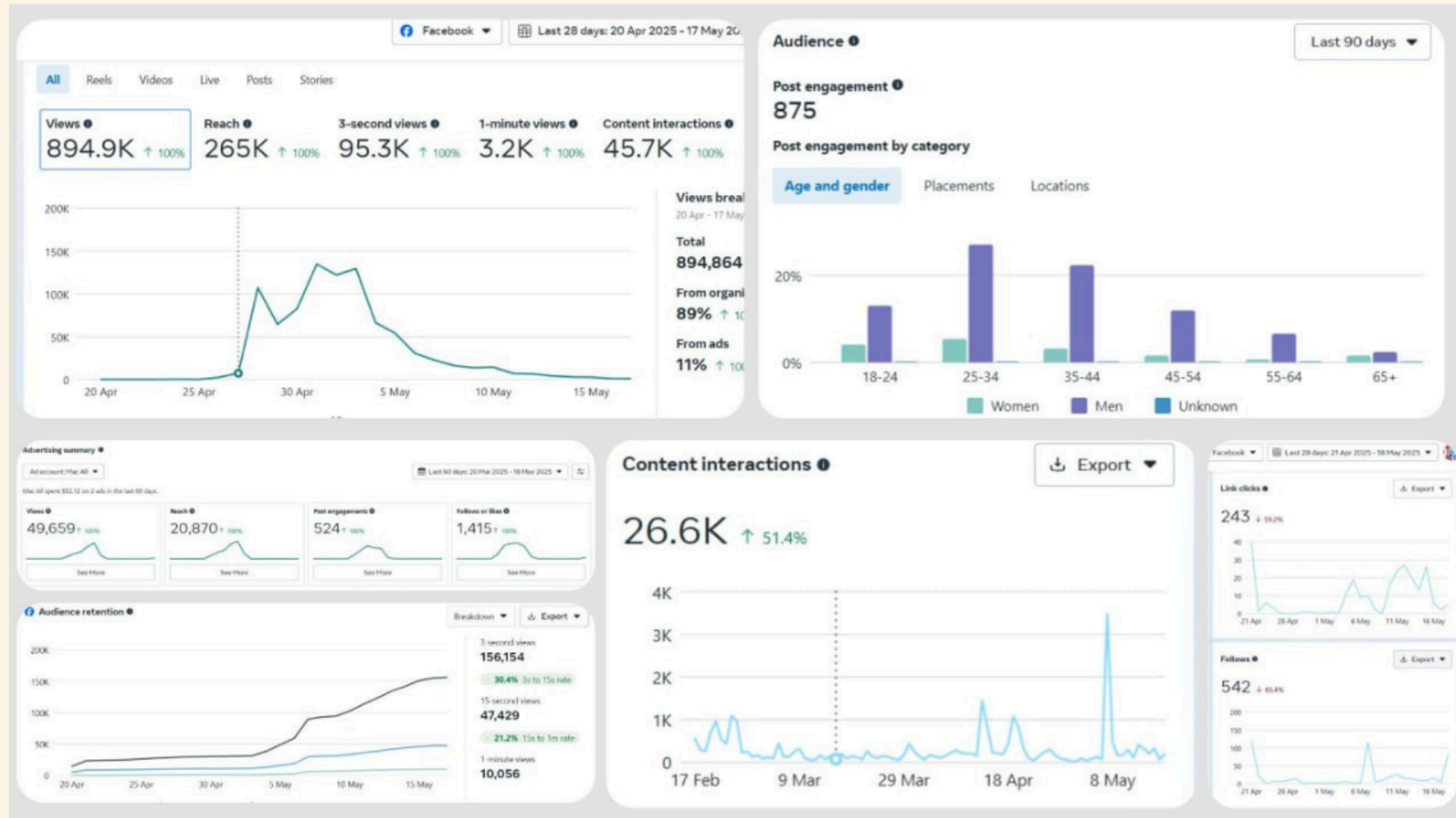


BKMEA

Working Today to Shine Tomorrow



META ANALYTICS



Welcome Back, Md Shalman Shah



Subscription Status

Active



Whatsapp Accounts

1 / 1



Users

1



Subscription Details

Valid Till: 2025-05-29



API Usages

0



Messages Sent

6820



Total Campaigns

19



Total Contacts

1854

WHATSAPP BUSINESS CAMPAIGN

- Dashboard
- Quick Send
- Management
 - WhatsApp Accounts
 - My Subscription
 - My Users
- Promotion
 - My Contacts
 - My Templates
 - My Campaigns
- Reports
 - Message History

ID	Recipients	Status	Created At
659164	8801748951400	Success	2025-05-13 00:55:08
659163	8801711524200	Success	2025-05-13 00:55:05
659161	8801955563400	Success	2025-05-13 00:55:01
659160	8801973065600	Success	2025-05-13 00:54:57
659158	8801711520800	Success	2025-05-13 00:54:52
659156	8801711313000	Success	2025-05-13 00:54:46
659155	8801711530800	Success	2025-05-13 00:54:43
659152	8801812220000	Success	2025-05-13 00:54:37
659150	8801711546600	Success	2025-05-13 00:54:33
659149	8801711520000	Success	2025-05-13 00:54:29

Showing 1 to 10 of 6820 results

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1

2

3

4

5

6

...

681

682

>

NON MASKING SMS CAMPAIGN

Search Menu Option

Account Details

Technical Details

SMS Contact

My Rate

Quick SMS

SMS Campaign

Sender ID Inventory

SMS History

Message Inbox

Recharge History

Campaign Report

Contact Report

Buy Credit

SMS Campaign

Campaign Name

Campaign Type

All

Customer ID

progressiveknitealliance

Status

All

Show Deleted

Yes

No

Records Per Page

100

Generic

Dynamic

Request

Reset

Search

Total Campaign: 21

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Page

1

of 1

Go

Campaign Name	Customer ID	Total impression	Delivered	Bill	Date	Status	Action
Invite 10-05-2025 00:49:24	progressiveknitealliance	471	468	1628.640000	10-05-2025 00:49:54	Processed	
Invite 08-05-2025 11:58:49	progressiveknitealliance	1	1	2.520000	08-05-2025 11:59:19	Processed	
Invite 07-05-2025 23:28:49	progressiveknitealliance	469	469	1181.880000	07-05-2025 23:29:19	Processed	
Invite 07-05-2025 23:21:52	progressiveknitealliance	1	1	0.360000	07-05-2025 23:22:22	Processed	
Invite 07-05-2025 22:43:01	progressiveknitealliance	1	1	2.520000	07-05-2025 22:43:31	Processed	
Notice 07-05-2025 20:24:24	progressiveknitealliance	476	468	1628.640000	07-05-2025 20:24:54	Processed	
Invite 07-05-2025 18:38:10	progressiveknitealliance	476	104	482.560000	07-05-2025 18:38:40	Processed	
Invite 07-05-2025 12:03:15	progressiveknitealliance	476	468	271.440000	07-05-2025 12:03:45	Processed	

MASKING

SMS CAMPAIGN

Search Menu Option

Account Details

Technical Details

SMS Contact

My Rate

Quick SMS

SMS Campaign

Sender ID Inventory

Welcome

progressiveknitealliance

Balance : 3.50

Credit Limit : 0.00

Server Time:

28-May-2025 13:12 BDT

Sender ID Inventory

Sender ID

Sender ID Type

All

Sender ID Status

All

Records Per Page

100

Reset

Search

Total Sender IDs: 1

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Page

1

of

1

Go

SI No.	Sender ID	Client Profile	SMS Sender ID Type	2 Way SMS Status	Sender ID Status	Action
1	Progressive	N/A	Mask	Disable		i

Total Campaign: 3

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Page

1

of

1

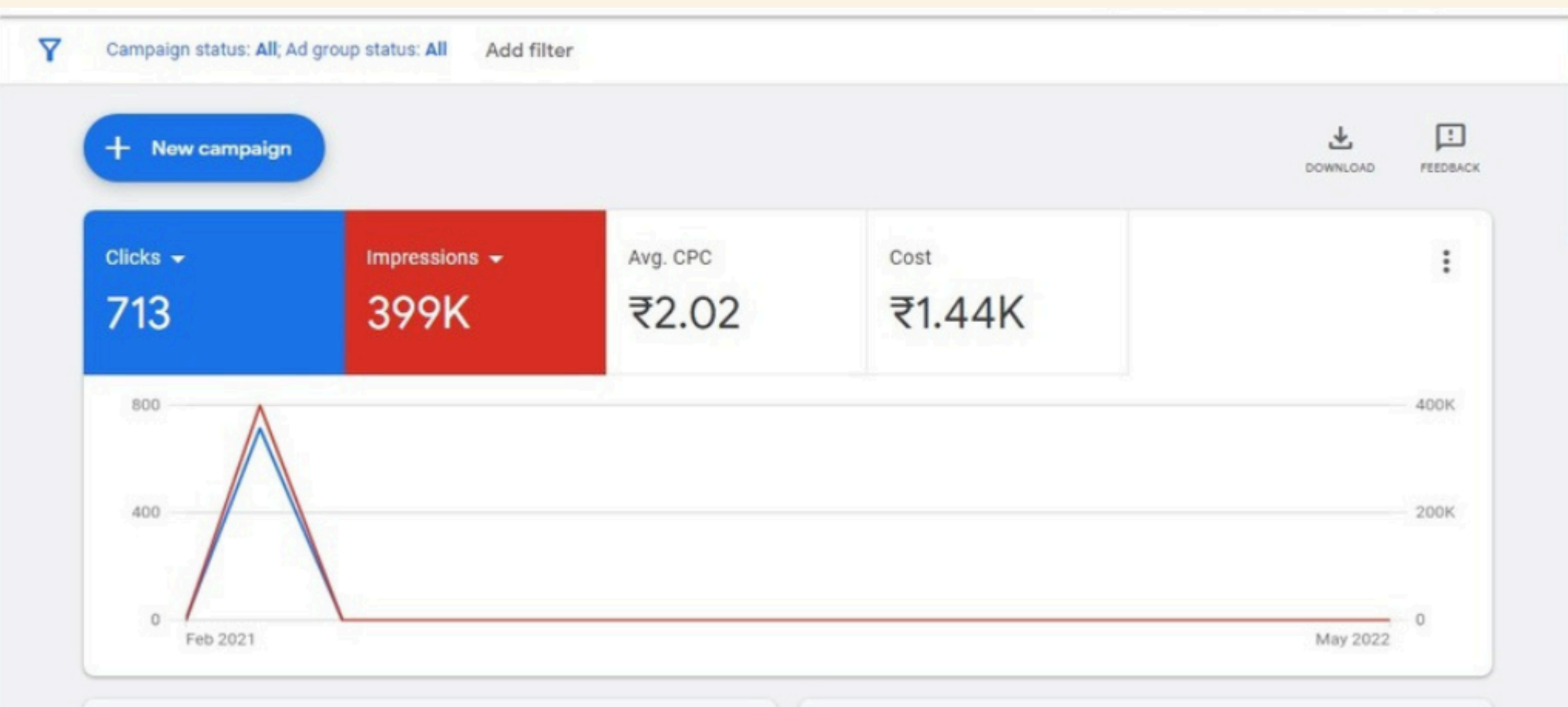
Campaign Name	Customer ID	Total impression	Delivered	Bill	Date	Status	Action
invite 08-05-2025 23:50:11	alaminexportsltd	476	469	675.360000	08-05-2025 23:50:41	Processed	
inv2 08-05-2025 16:38:34	alaminexportsltd	472	470	846.000000	08-05-2025 16:39:04	Processed	
Vote1 08-05-2025 13:32:52	alaminexportsltd	471	470	1015.200000	08-05-2025 13:33:22	Processed	



PROJECT 02

MARKETING AGENCY : IAS TARGET





GOOGLE ADS

Campaigns			
	Cost	Clicks	CTR
Display IAS	₹1,029.81	502	0.13%
Search IAS	₹408.46	211	3.11%

Measure conversions	
✓	A conversion action has been created, but the tag is not yet verified for: Website traffic
2	Add the tracking code to your website
To complete setup, you'll need to add the tracking code to your website	

Search keywords

	Cost	Clicks	CTR
current affairs today	₹111.96	51	7.39%
Civil services	₹40.82	31	2.19%
Current Affairs	₹38.80	27	1.92%
current affairs gk today	₹29.14	12	5.63%
upsc prelims	₹23.67	5	1.85%

Keywords Negative keywords 1 / 10

Searches

Sort by: Impressions

Searches	Words
upsc	current affairs
upsc notification 2021	current affairs 2021
daily current affairs	mppsc test series
mppsc test series 2021	current affairs today
daily current affairs in hindi	current affair
union public service commission	ias syllabus
current affairs in hindi	

All searches 1 / 10

Billing

Available funds as of May 23, 2022

₹8.38

Add funds

Last payment

₹700.00

Most-shown search ads

Search IAS IAS Target

IAS Target | MPPSC Online Test Series | UPSC Prelims Test Series 2021

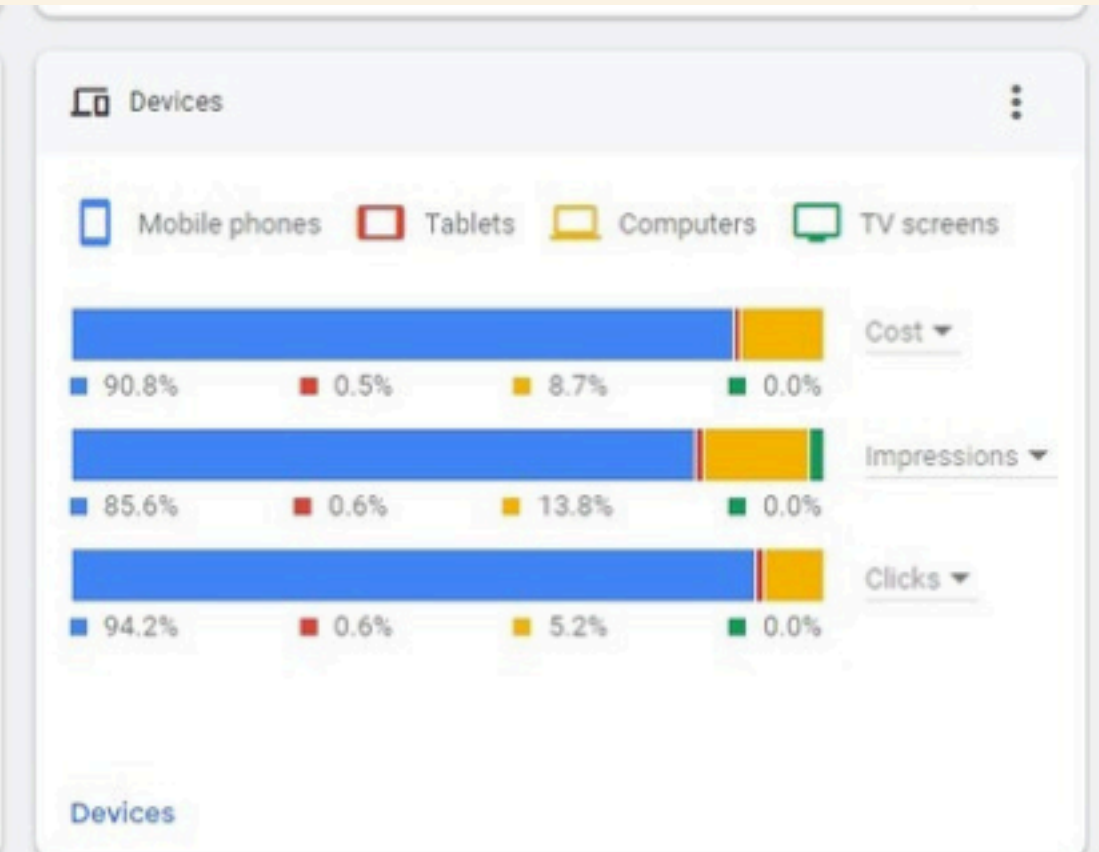
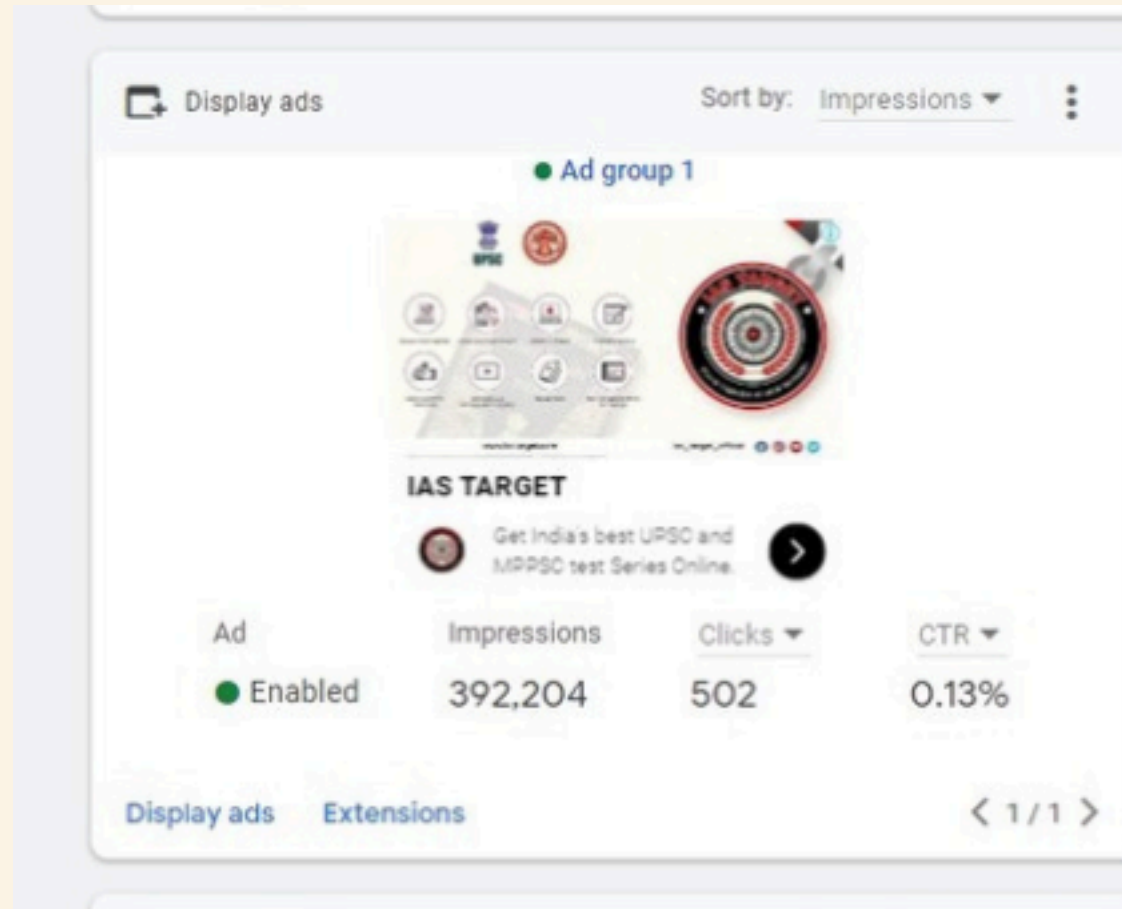
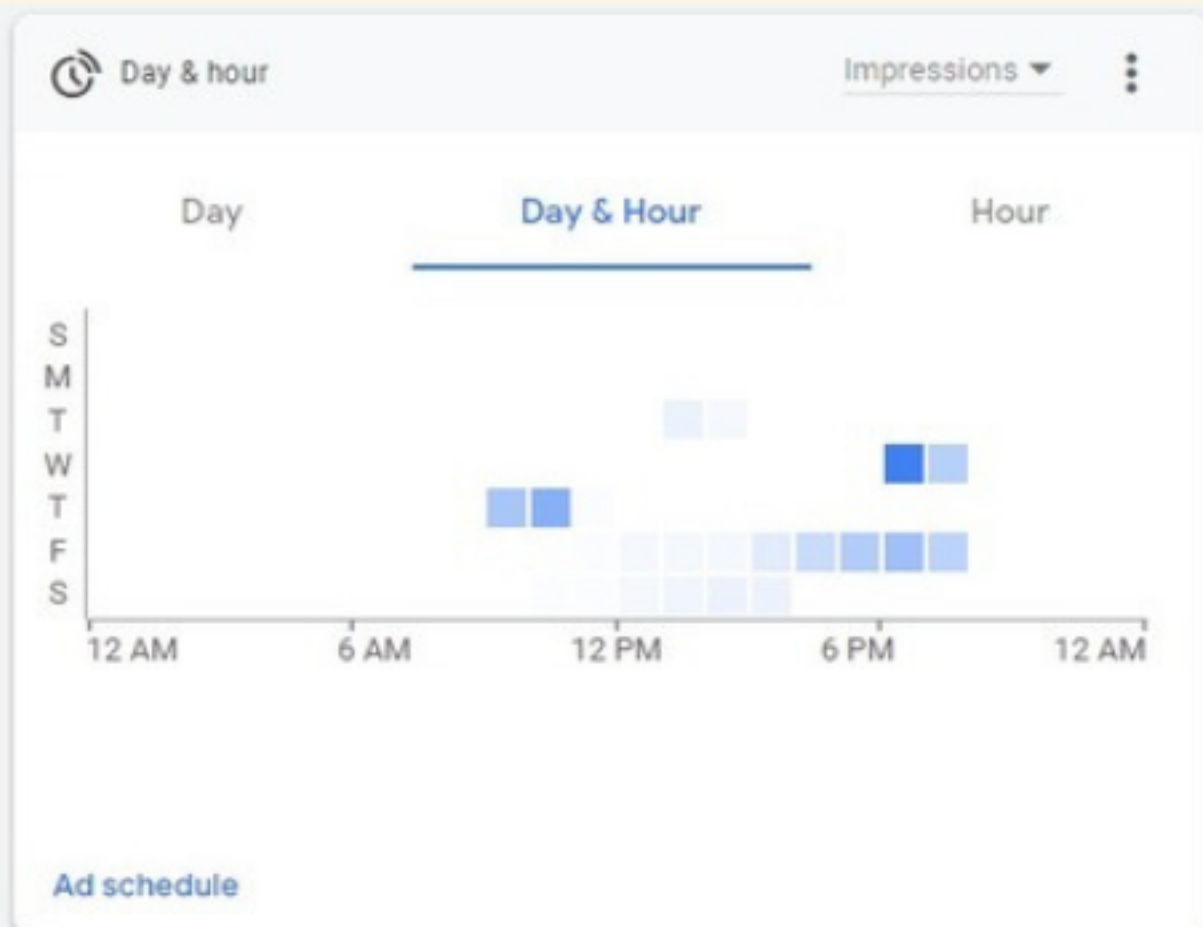
Ad www.lastarget.com

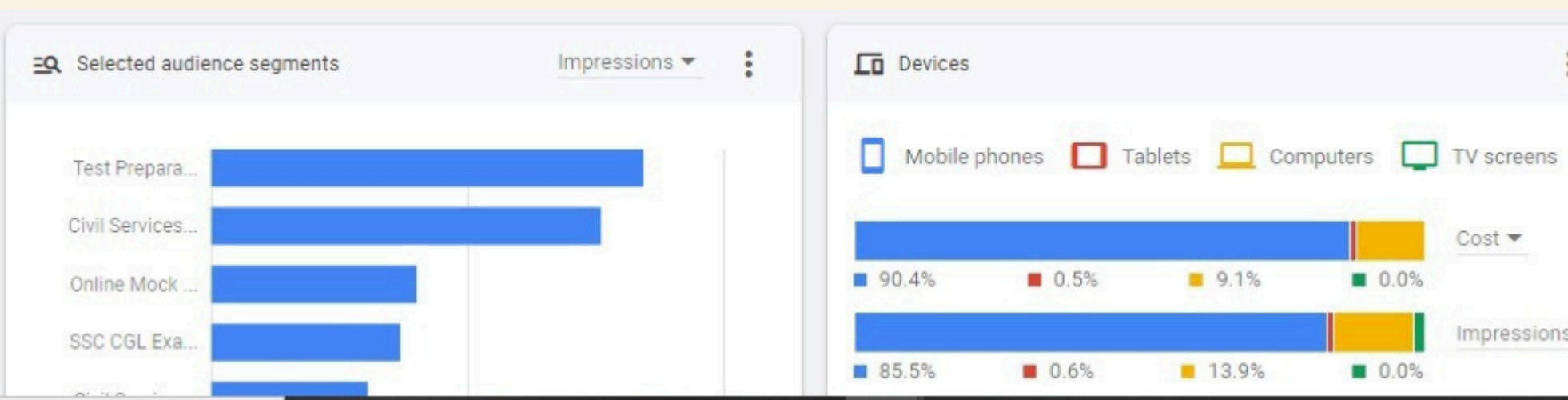
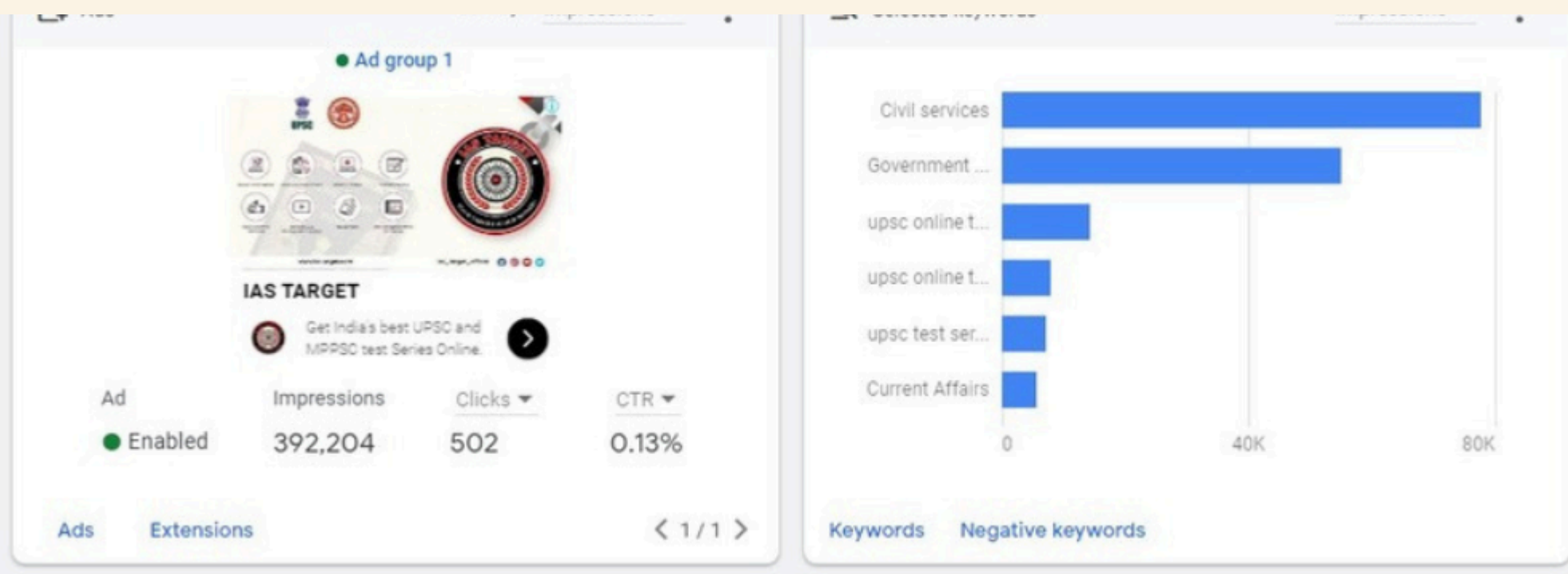
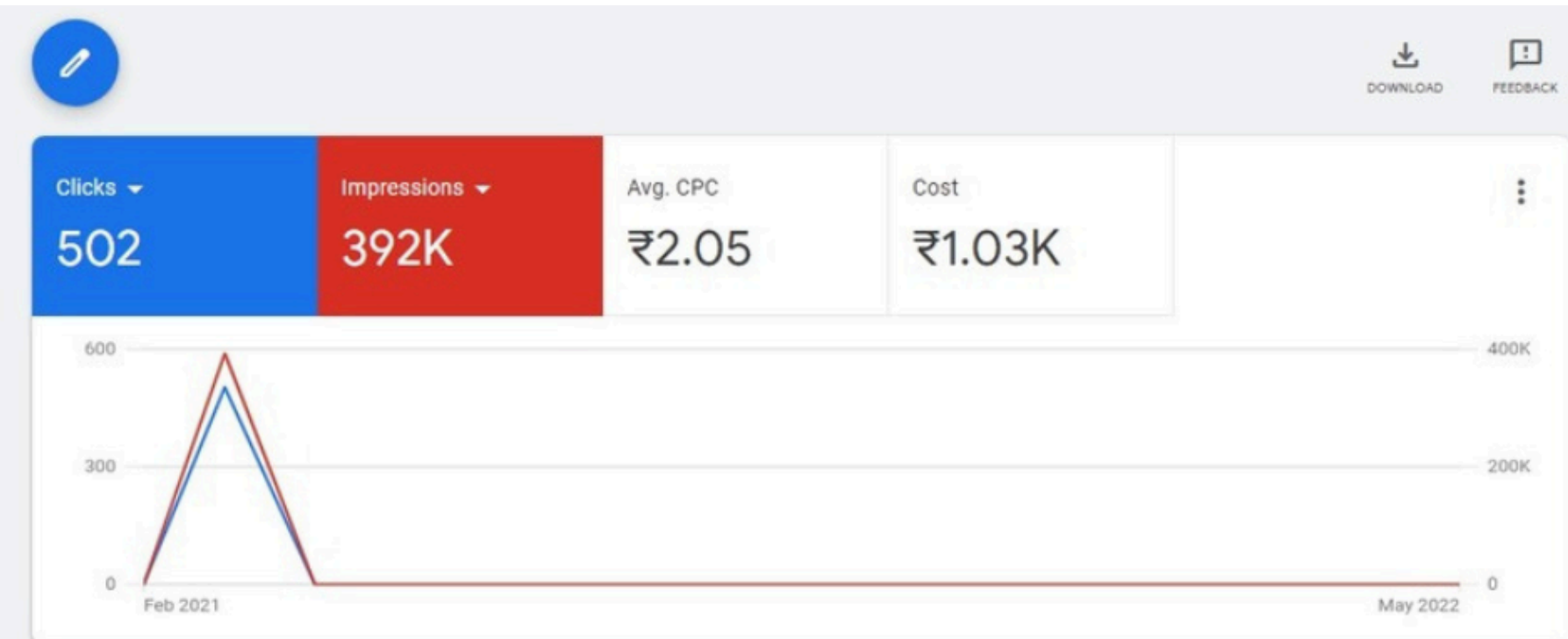
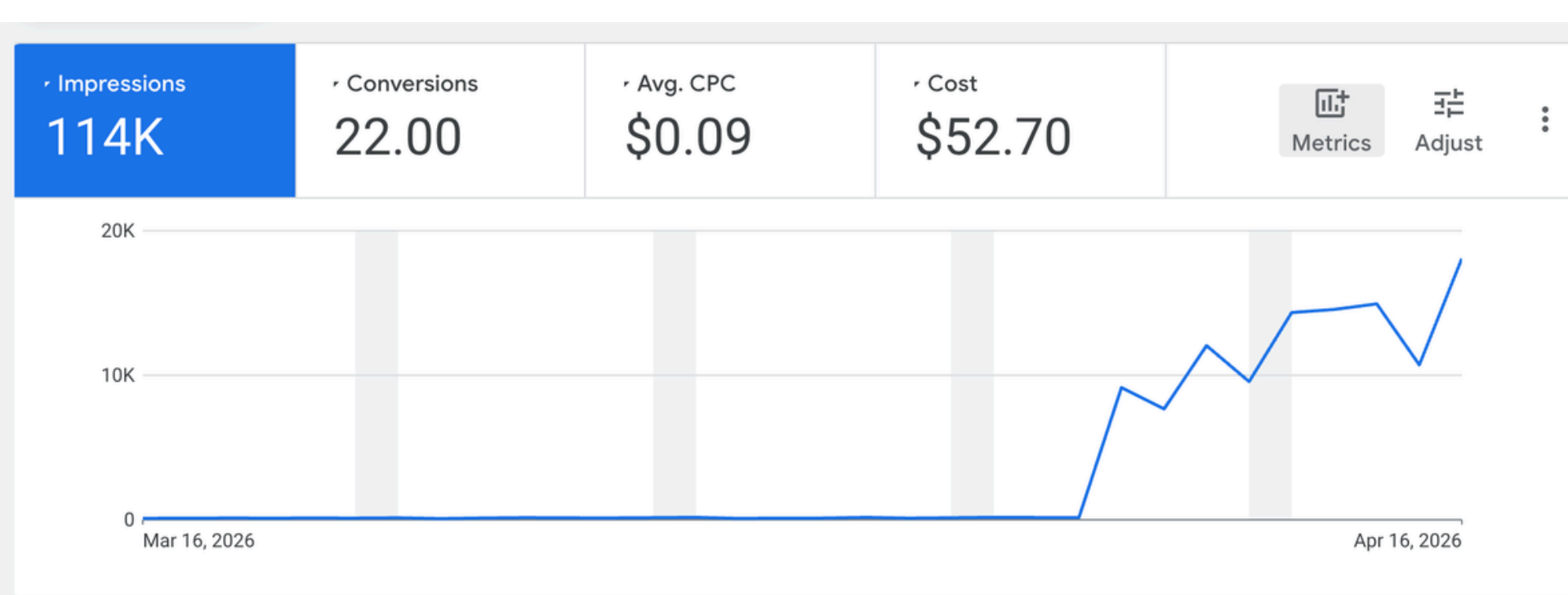
IAS TARGET offers you best online test series for UPSC and MPPSC with detailed solution. Get UPSC and MPPSC Prelims test series. Avail early-bird offer

Ad	Impressions	Clicks	CTR
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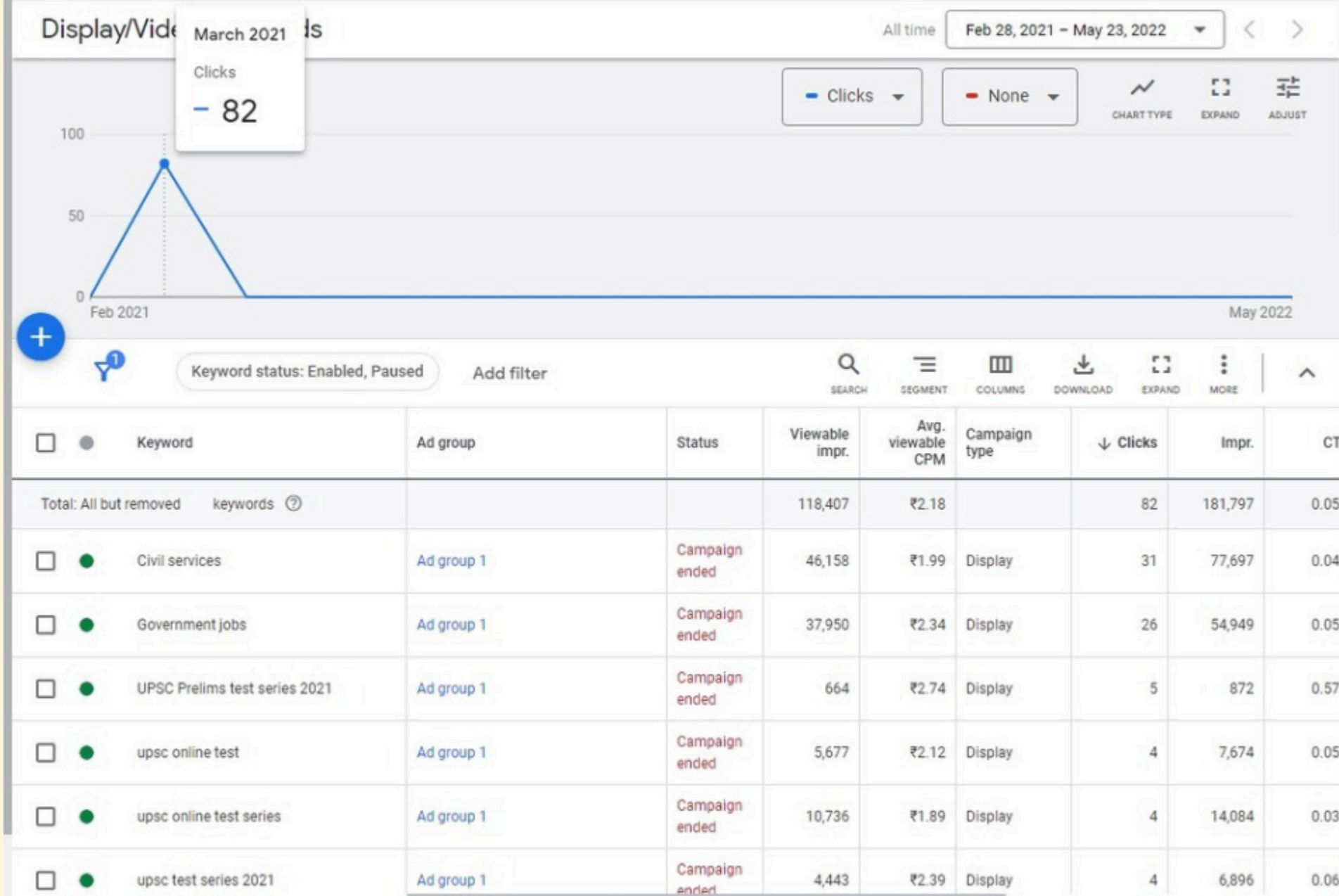
GOOGLE ADS ANALYTICS





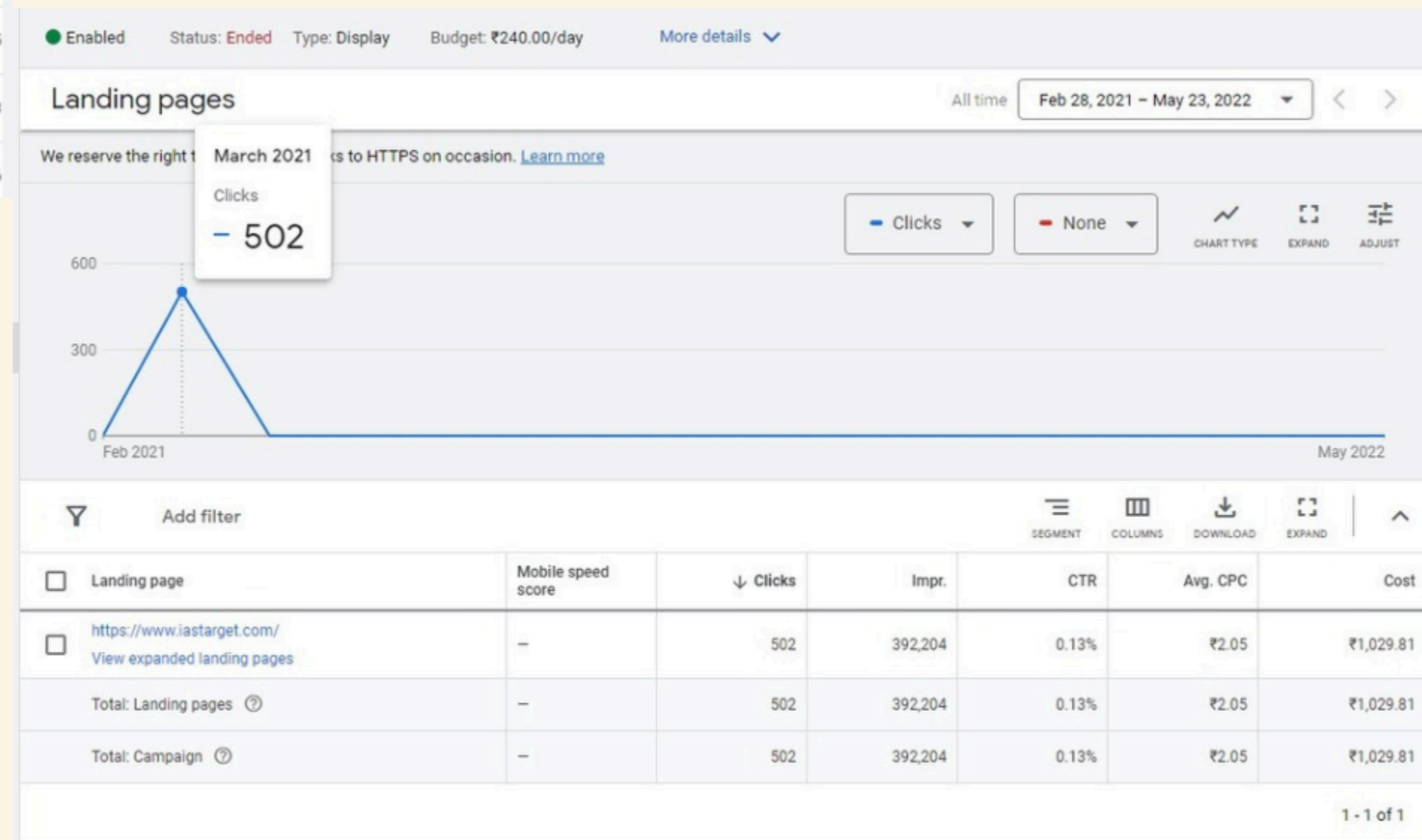
DISPLAY ADS

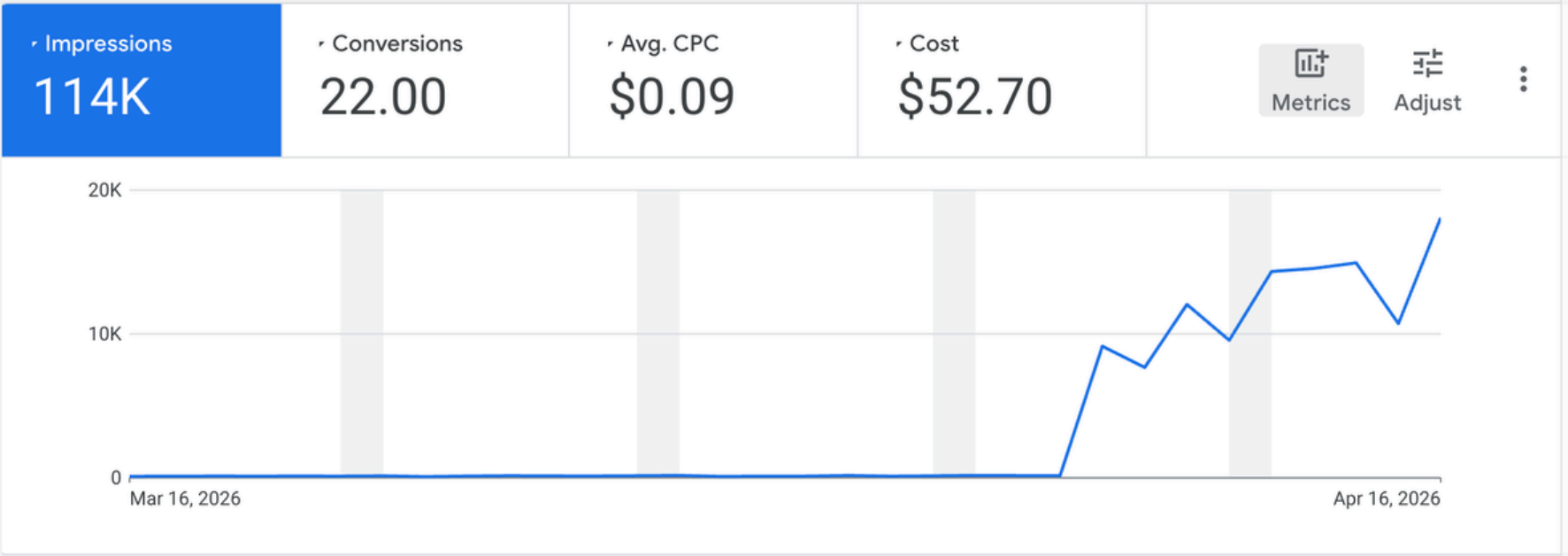
ANALYTICS



LANDING PAGE

KEYWORDS





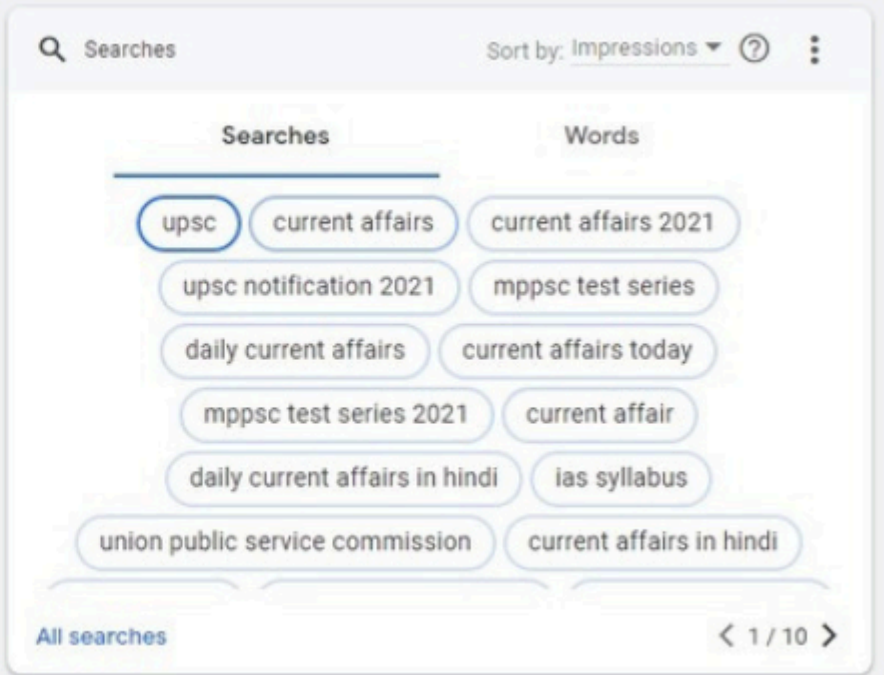
Keywords

Add keyword

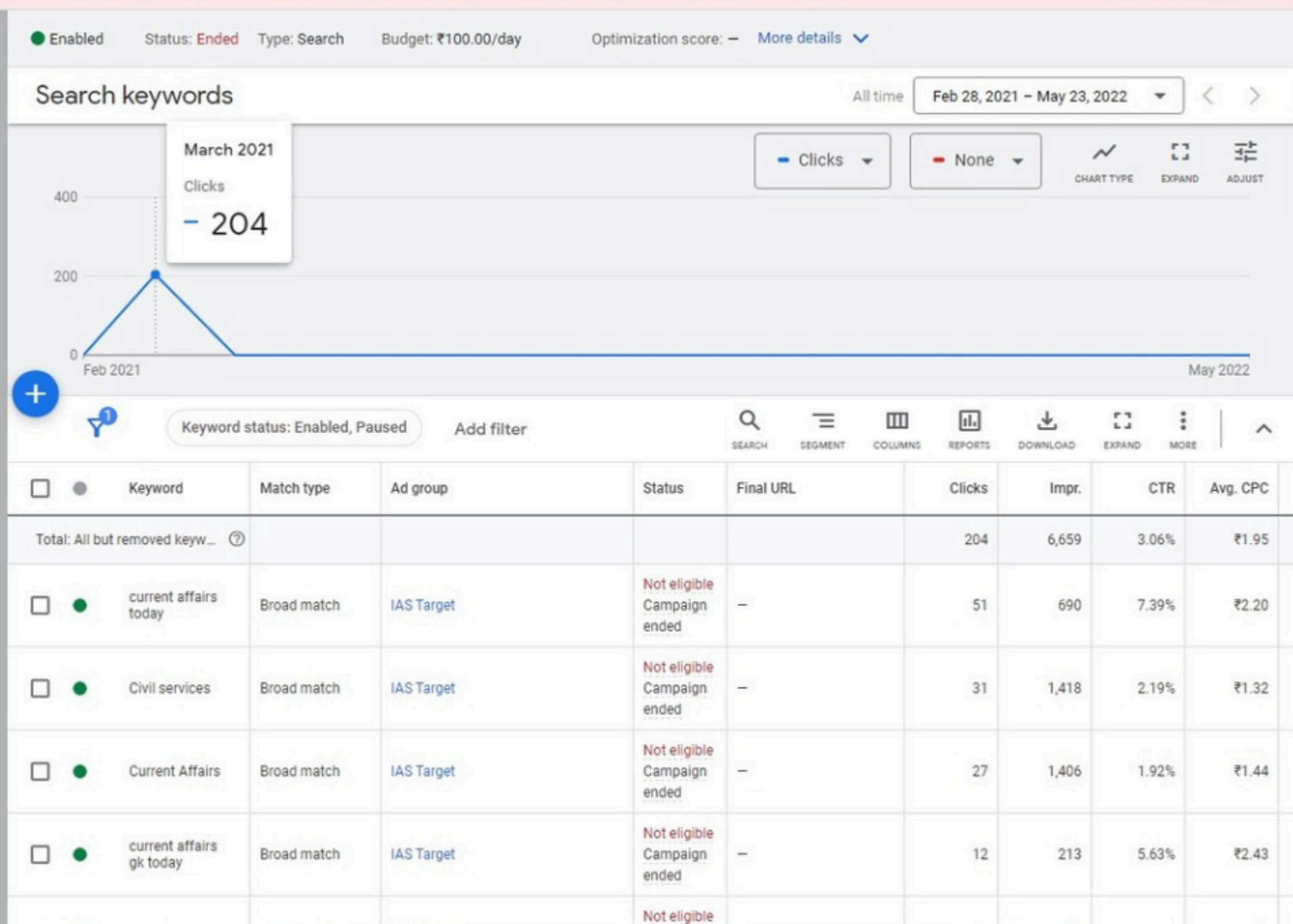
	Cost	Clicks	CTR
current affairs today	₹111.96	51	7.39%
Civil services	₹40.82	31	2.19%
Current Affairs	₹38.80	27	1.92%
current affairs gk today	₹29.14	12	5.63%
upsc prelims	₹23.67	5	1.85%

Keywords Negative keywords

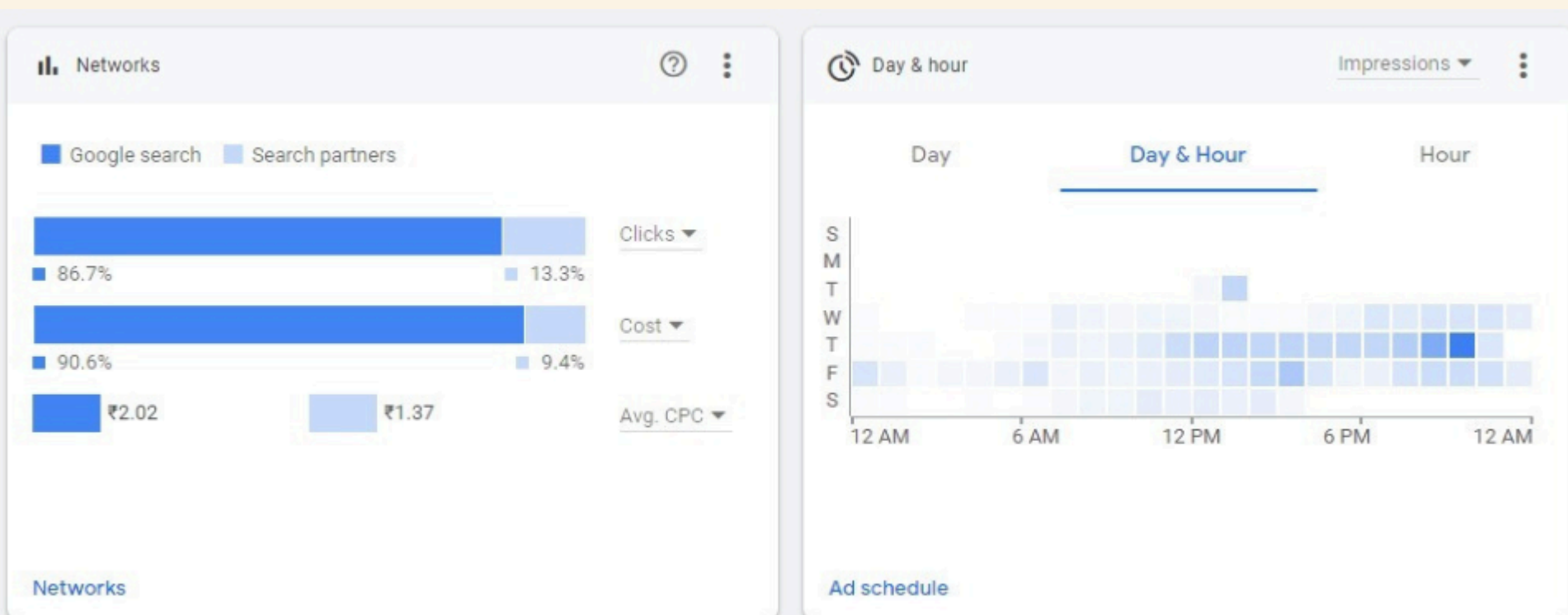
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SEARCH AD ANALYTICS



KEYWORDS



REACH

AD PREVIEW

Add more high quality images to increase your chances for better performance. [View creative guidelines](#)

Ad strength ?
Average

☐ Images☒ Headlines☐ Videos☒ Descriptions

Display IAS > Ad group 1

Final URL ?

Business name ?

10 / 25

Images ?
Add up to 15 images [Learn more](#)



Logos ?
Add up to 5 logos



Videos
Optional (portrait and landscape around 30 seconds work best)

+ Videos

Websites and appsGoogle properties

Key ad formats ▾<>⌵

Example of your image ad at 300x250

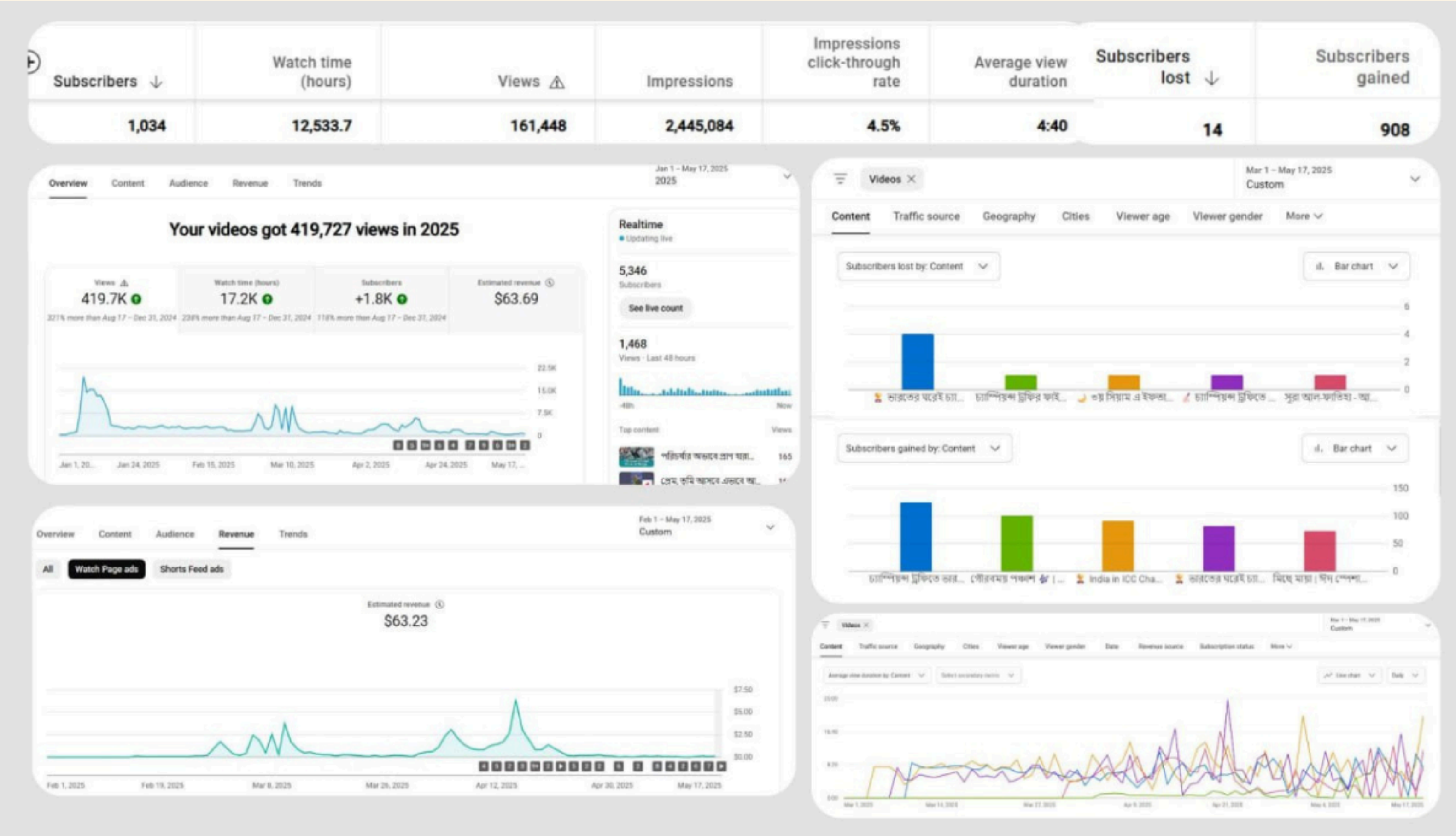
PROJECT 03

AD CAMPAIGN FOR OTT

COMPANY : Link3 Technologies

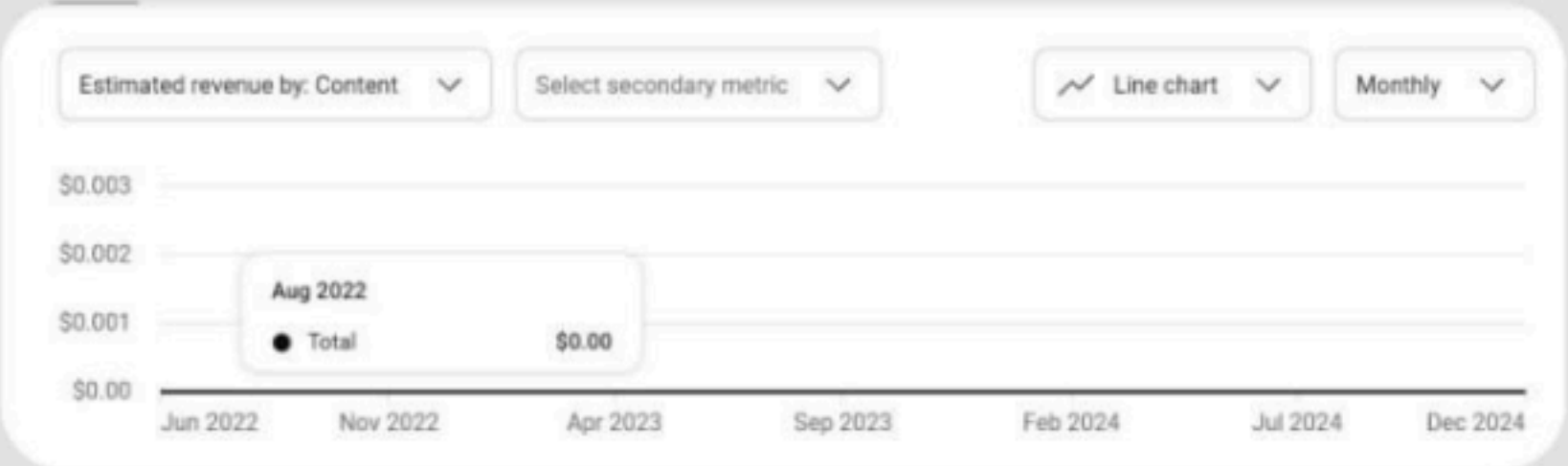
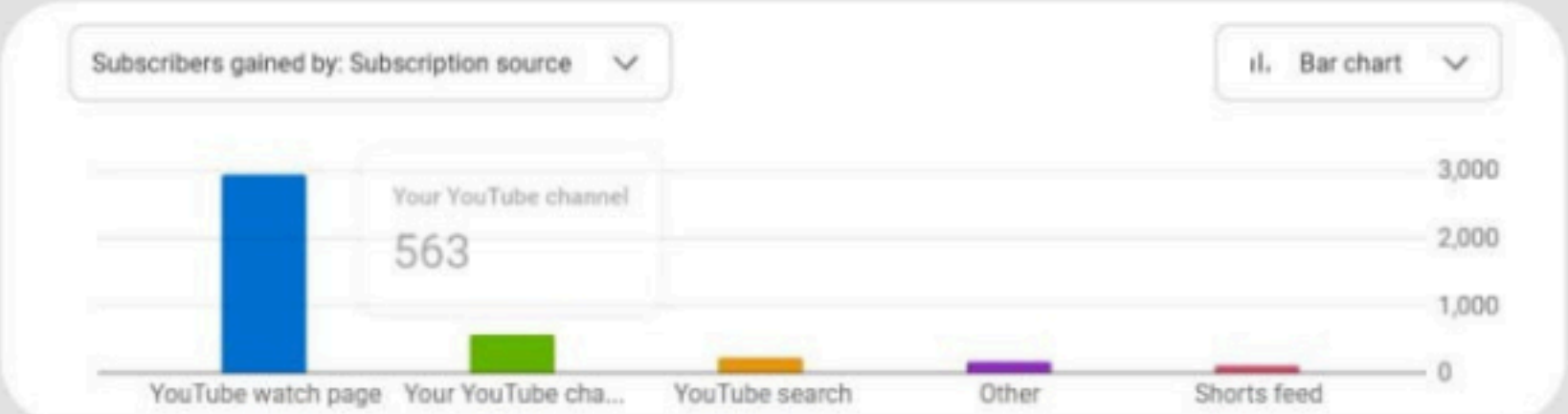
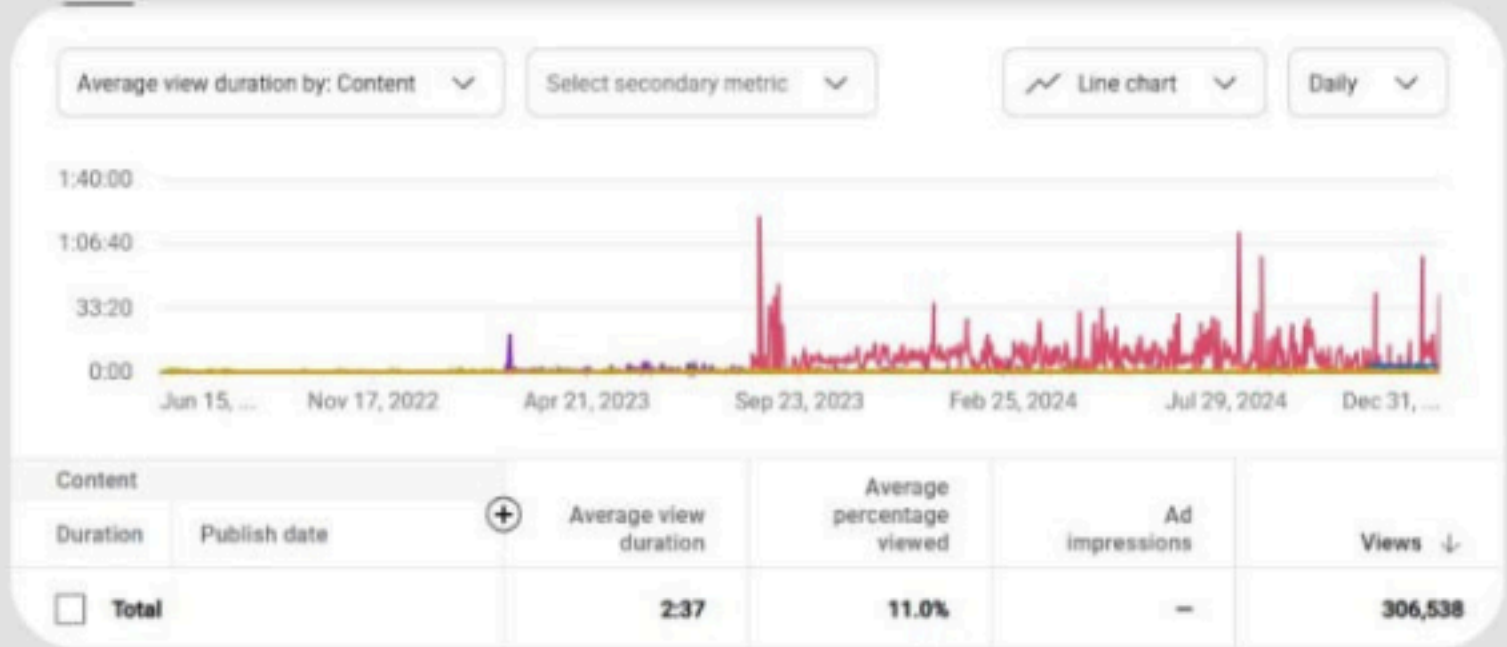
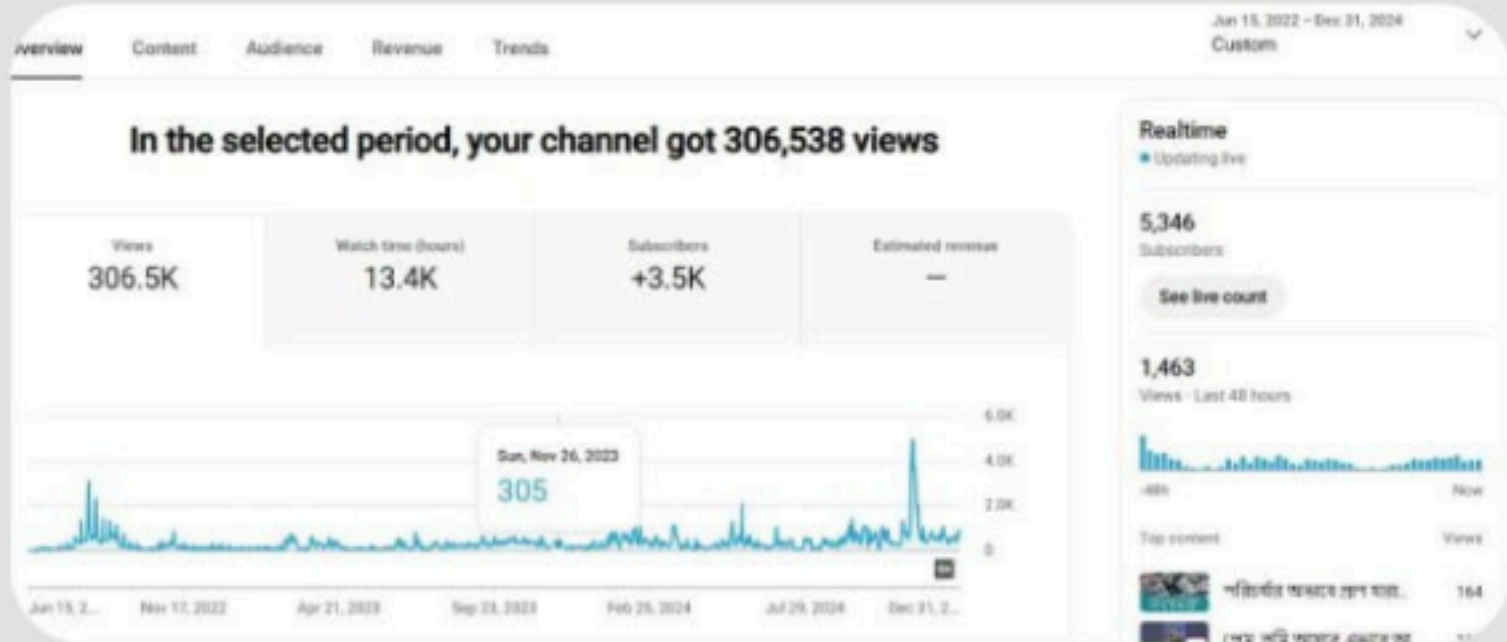


BEFORE YT AWARENESS CAMPAIGN



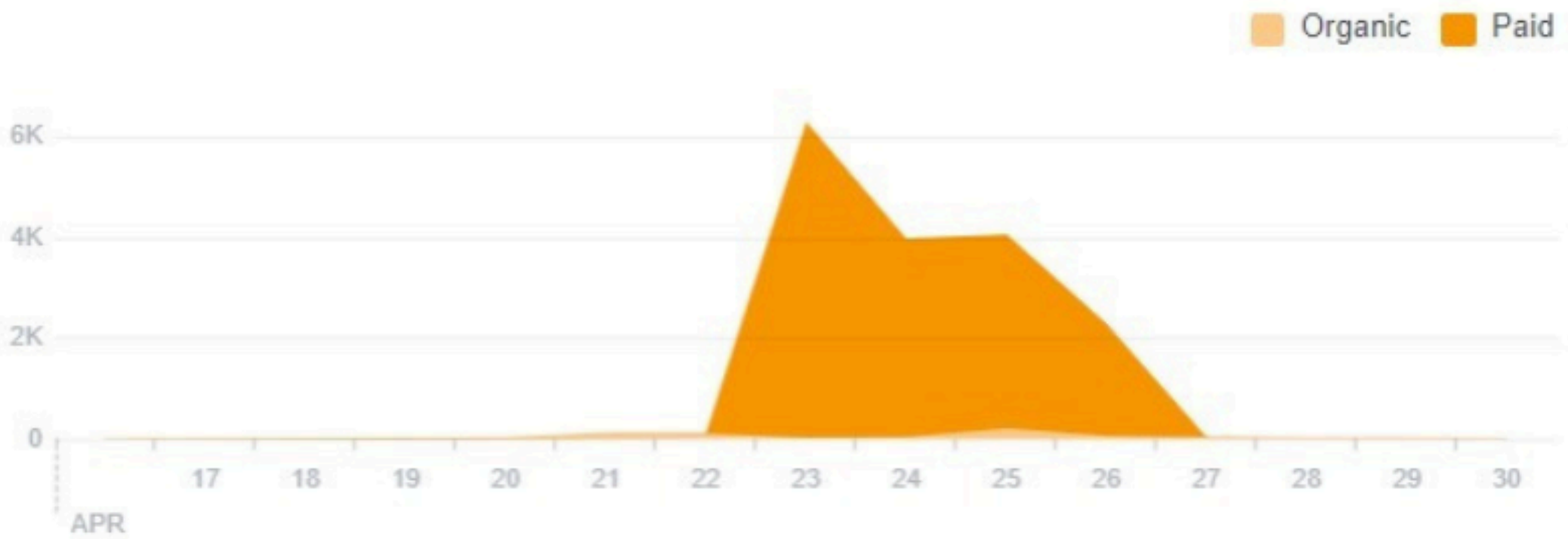
AFTER YT AWARENESS CAMPAIGN

Views	Watch time (hours) ↓	Subscribers	⋮	Estimated revenue	Impressions	Impressions click-through rate	Subscribers ↓	Subscribers gained
306,538	13,371.3	3,505		—	6,206,600	3.6%	3,505	3,965



Total reach

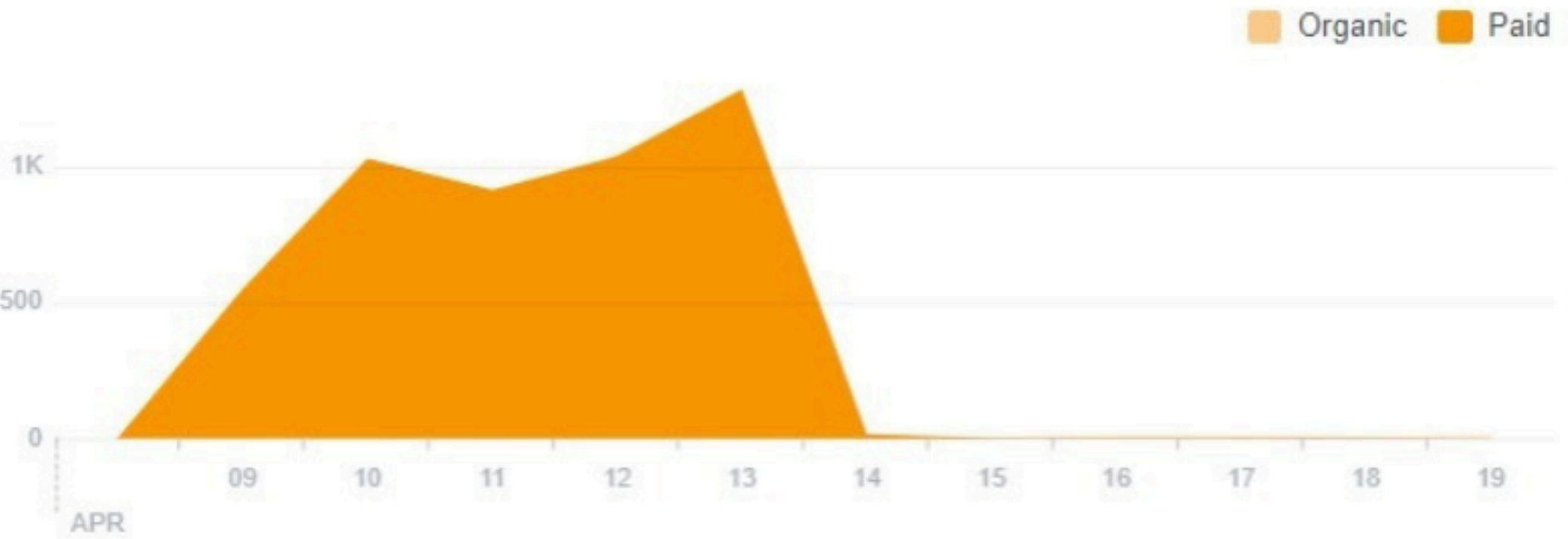
The number of people who saw any content from your Page or about your Page. This metric is estimated.



REACH AFTER AD

Total reach

The number of people who saw any content from your Page or about your Page. This metric is estimated.



REACH BEFORE AD

PAGE VIEW AFTER AD

Views ⓘ

680.9K ↑ 59.7%



Let's work
Together

CONTACT DETAILS

[Linkedin Profile](#)

+8801613907914

eng.fahadsamrat@gmail.com