

M. Nishanth Jino

Digital Marketing Team Lead | Performance Marketing Specialist

Seeking: Performance Marketing Manager / Growth Marketing Lead · Immediate joiner · Chennai, Trivandrum, Bangalore

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SUMMARY

Performance marketer with **4.5+ years** in EdTech and SaaS, focused on turning ad spend into qualified leads and revenue. I lead a **6-member team** and own paid acquisition end to end across Meta, Google, LinkedIn, X and ChatGPT Ads, managing **₹30L+ in monthly budgets**. Generated **₹2Cr+ in revenue**, cut cost per lead by **68%**, deliver **4,000+ leads a month** and reached **7X ROAS** on B2B campaigns. I judge every campaign by ROAS, CPA, lead quality and revenue, not vanity metrics.

₹2Cr+ REVENUE GENERATED	₹30L+ MONTHLY BUDGET	-68% COST PER LEAD	4,000+ LEADS / MONTH	7X B2B ROAS	100K+ YOUTUBE SUBS
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KEY ACHIEVEMENTS

- Generated **₹2Cr+ in revenue** through integrated paid, organic, SEO, AEO, GEO and content strategies.
- Reduced **cost per lead by 68%, from ₹250 to ₹80**, through audience refinement, creative testing and landing page optimisation.
- Delivered **4,000+ leads every month (48,000+ a year)** while protecting lead quality with structured filtering.
- Reached **7X ROAS** on LinkedIn and X B2B campaigns, and **5X ROAS and ROI** for EdTech client UniqNextGen with a sharply lower CPA.
- Scaled the **Uniq Technologies YouTube channel** organically from **1,000 to 100,000+ subscribers**.
- Moved a website from **position 100+ to the top 3** in Google within 2 months; pushed 100+ target keywords and pages toward page 2; earned brand visibility in ChatGPT, Gemini and Perplexity through AEO and GEO.
- Implemented **Meta Conversions API and server-side tracking**, improving attribution and optimisation signals for ₹30L+ in monthly spend.
- Automated campaign analysis, reporting and insights with **Claude**, and built live Looker Studio and Power BI dashboards covering 4 ad platforms.

WORK EXPERIENCE

Uniq Technologies, Chennai	03/2022 – Present
Digital Marketing Team Lead Performance Marketing Specialist	09/2024 – Present
- Lead a 6-member digital marketing team across performance marketing, SEO, AEO, GEO and content marketing. - Run digital marketing for clients including Finytive, Tickora, TVuvido and UniqNextGen, from brand awareness and acquisition to qualified leads and revenue. - Own ₹30L+ monthly budgets across Meta Ads, Google Ads (Search, Performance Max, Display, YouTube), LinkedIn Ads, X Ads and ChatGPT Ads. - Cut CPL from ₹250 to ₹80 by optimising targeting, placements, bids and budgets, and by A/B testing landing page headlines, forms, CTAs and layouts with design and development. - Built a creative testing framework that tests hooks, angles and formats in parallel, then scaled winners vertically (budget) and horizontally (new audiences and creatives). - Set up Meta CAPI, server-side tracking, GA4 and Google Tag Manager for end-to-end conversion tracking across Meta, Google, LinkedIn and X. - Planned LinkedIn and X B2B campaigns targeting decision makers by job title, industry and company size, reaching 7X ROAS. - Run weekly campaign analysis, competitor research through Meta Ad Library, audience optimisation and budget reallocation.	

- Built Claude workflows that automate campaign analysis, reporting and insight generation, cutting manual effort and speeding up decisions.
- Lead SEO, AEO and GEO; moved a site from position 100+ to the top 3 in 2 months.

Junior Performance Marketing Executive

06/2022 – 09/2024

- Managed Meta, Google, LinkedIn and X Ads with monthly budgets of up to ₹5L, focused on lead generation and business growth.
- Reached up to **4X ROAS** and improved **ROI by 25–40%** through continuous testing and data-driven optimisation.
- Generated **300+ qualified leads**, prioritising lead quality, conversion rate, ROAS and ROI over reach and likes.
- Built customer-centric campaigns from audience needs, pain points, intent and behaviour, and optimised targeting, creatives, copy, placements, budgets and bidding.
- Ran full-funnel Google Ads: YouTube and Display for awareness, Search and Performance Max for conversions, with keyword research in Keyword Planner and Google Trends.

Digital Marketing Intern

03/2022 – 06/2022

- Handled Facebook, Instagram, X, LinkedIn and YouTube, including content research and scripting.
- Helped launch, monitor and optimise Meta and Google Ads campaigns with the team.
- Set up GA4 and Google Search Console for **60+ websites** and sent regular performance reports.

Claphands

04/2021 – 03/2022

Social Media Manager

Full time

- Managed Facebook, Instagram and LinkedIn for the agency and multiple client brands, with a monthly content calendar for each client.
- Ran competitor research to shape each brand's content, and tracked whether posts reached the target audience.
- Managed client websites.
- Produced brand design, video editing, cinematography, captions and content writing in-house.

SKILLS

Paid media	Meta Ads Manager, Google Ads (Search, Display, YouTube, Performance Max), LinkedIn Campaign Manager, X Ads, ChatGPT Ads
Strategy	Full-funnel planning, audience and competitor research, retargeting, budget allocation and pacing, campaign scaling
Tracking	Meta Conversions API, server-side tracking, Meta Pixel, GA4, Google Tag Manager, Google Search Console
CRO & creative	Landing page optimisation, A/B testing, funnel analysis, creative and hook testing, video ad strategy
Search	SEO, Answer Engine Optimisation (AEO), Generative Engine Optimisation (GEO), Keyword Planner, Google Trends
Reporting & AI	Looker Studio, Power BI, Microsoft Excel, KPI dashboards, ChatGPT, Claude
Creative tools	Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Media Encoder, Audition
Industries	EdTech, Education, SaaS

CERTIFICATIONS

Campaign Manager 360 Certification · Google Skillshop · Credential ID 186067973	06/2026 – 06/2027
Google Ads Video Certification · Google Skillshop · Credential ID 186086881	06/2026 – 06/2027

EDUCATION

Bachelor of Engineering (B.E.), Electronics and Communication Engineering Ponjesly College of Engineering, Nagercoil, Tamil Nadu	2018
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