CHETAN PANCHAL

Paid Media Manager | Google & Meta Ads | Lead Generation & Tracking (GA4 + GTM)
+91-9990323638 | chetanpanchal1994@gmail.com

Paid Media Manager with 7+ years of hands-on experience managing Google Ads and Meta Ads for lead-generation businesses across Real Estate, PropTech, SaaS, and Services. Proven track record of handling ₹15-25L monthly budgets, reducing CPL by 25-35%, and improving lead quality through audience restructuring, creative testing, and funnel optimization. Strong expertise in GA4 and Google Tag Manager, enabling accurate conversion tracking and performance attribution.

Key Achievements

- Reduced CPL by 25-35% across multiple lead generation campaigns
- Scaled paid media budgets up to ₹25L/month while maintaining lead quality
- Achieved near 100% conversion tracking accuracy using GA4 & GTM
- Improved landing page conversion rates by 15-20% via A/B testing
- Increased ecommerce customer acquisition by 54%

Experience

DigiBirds360 (July'25 ~ Dec'25) | **Paid Media Manager (Contract) | Google & Meta Ads**
- Owned Google Ads & Meta Ads campaigns across multiple client accounts
- Drove CPL reduction and lead quality improvement through audience and funnel optimization
- Managed performance across lead generation and scale-focused objectives
- Collaborated with strategy and creative teams to align ads with landing pages and funnels

Prettify Creative (Jan'25 ~ May'25) | **Senior Performance Marketing Specialist | Google & Meta Ads**
- Owned Google Ads & Meta Ads campaigns with monthly budgets up to ₹20-25L
- Reduced CPL by 25-30% through audience restructuring and creative testing
- Improved lead quality by 30-35% via targeting and landing page alignment
- Implemented and audited GA4 & GTM tracking for accurate attribution

Associatte PropTech Pvt Ltd (July'23 ~ Nov'24) | **Senior Performance Marketing Specialist (Paid Media)**
- Led paid media strategy for Real Estate & PropTech projects with monthly budgets up to ₹15-20L
- Scaled campaigns while maintaining performance using automated rules and bid strategies
- Reduced cost per qualified lead by 20-25% through funnel and audience optimization
- Improved overall conversion rates by 18-22% using GA4-driven insights

Reign Real Estate (Jan'23 ~ Jun'23) | **Senior Performance Marketing Specialist**
- Executed real-estate-focused lead generation campaigns across Google Ads and Meta Ads
- Managed campaign budgets and optimized funnels to improve ROI and lead quality
- Improved lead-to-site-visit conversion rate by ~15%
- Analyzed performance metrics to refine targeting and messaging

Provident Capital (Jan'22 ~ Nov'22) | **Senior Performance Marketer**
- Ran high-intent Google Ads & Meta Ads lead generation campaigns
- Built and optimized conversion-focused landing pages
- Improved landing page conversion rates by ~20%
- Reduced wasted ad spend through keyword and audience refinement

WindowTechs India Pvt Ltd (June'20 ~ Jan'22) | **Digital Marketing Specialist**
- Managed website, social media, and paid campaigns across Google and Meta platforms
- Improved campaign efficiency and lead volume through ongoing optimization and analytics insights
- Tracked and improved performance using web analytics tools including Google Analytics
- Optimized and maintained B2B marketplace listings (IndiaMart, TradeIndia, Tata Nexarc)

Arcatron Mobility Pvt Ltd (May'19 ~ May'20) | **Digital Marketing & Ecommerce Specialist**

- Create, update & maintain listings on Amazon, Flipkart, HealthKart, etc. globally.
- Increased customer acquisition by 54% by implementing a new E-commerce listing creation process to streamline sales

Ad2Brand Media Pvt Ltd (Nov'17 ~ Feb'19) | **Digital Marketing Specialist**
(Intern > Full Time)

- Supported paid media and SEO execution for multiple client accounts
- Assisted in campaign optimization, reporting, and performance analysis
- Converted from intern to full-time role based on performance

Top Skills

- Performance Marketing
- Paid Media
- Google / Meta Ads
- Lead Generation

Analytics & Optimization

- GA4 (Google Analytics 4)
- Google Tag Manager (GTM)
- Conversion Tracking
- Funnel Optimization
- A/B Testing
- Audience Segmentation

Tech Advantage

- HTML, CSS, JavaScript | WordPress / Landing Page Optimization

Certificates

- Google Ads Certified (Search, Display, Shopping, Video) | Google Analytics Certified (GA4)

Languages

- English & Hindi