

Shubhamraj Singh

Mumbai | +91 93219 87422 | [WhatsApp](#) | shubhamraj96.ss@gmail.com | [linkedin.com/in/shubhamrajsingh](https://www.linkedin.com/in/shubhamrajsingh)

Professional Summary

Digital marketing professional with over **9+ years of experience** in Paid Media, Performance Marketing, ABM, and Digital Analytics, leveraging AI tools. Proven success in managing multi-crore campaigns. Experienced in a multi-channel campaign approach: **Push, RCS, WhatsApp, Email, BPN, Display, and Search**.

Key Skills & Tools

Performance Marketing • Campaign Management & Optimization • Paid Media • Account-Based Marketing (ABM) • Google Ads • Meta Ads • Multi-Channel Campaigns • Analytics & Reporting • Conversion Rate Optimization • Email Marketing • Audience Segmentation • A/B Testing • ROAS & CPL Management • B2B Marketing • Growth Strategy

Work Experience

Reliance Jio – Program Manager (Marketing) Jun 2023 – Present | Navi Mumbai

- **Program managed** the end-to-end showcase of **Jio AI Stack** (full AI ecosystem), **AI Home**, and **JioFrames** at the **AI Impact Summit**, delivering integrated AI product experiences presented to global leaders including **Narendra Modi, Emmanuel Macron, Sundar Pichai, Sam Altman and Alexander Wang**.
- Positioned **JioPC** as a premium digital solution through integrated multi-channel campaigns driving awareness and adoption leading to **40,000+ signups within 31 days**.
- Directed content, design, use cases & execution for the event **Indian Mobile Congress 2024 & 2025**, coordinating with cross-functional teams and agencies.
- Spearheaded PR/ Digital campaigns for a modern [Vande Mataram](#) rendition campaign, resulting in **20,000+ listeners**.

Join Ventures (IGP & Interflora) – Performance Marketing Manager (Social Media) Jun 2022 – Aug 2022 | Mumbai

- Oversaw **₹2Cr+ monthly paid media budget** across Meta & Instagram to drive sales, installs and awareness.
- Optimized product feeds and implemented Dynamic Catalog Ads, leading to a **15% increase in purchase conversion value** and driving higher overall revenue.
- Improved ROI via data-driven campaign optimization, contributing to **₹100–130Cr monthly revenue**.

Webbutterjam – Performance Marketing Manager May 2021 – May 2022 | Mumbai

- Executed **₹20–30L** monthly budget campaigns across Search, Social & Influencers for clients in E-commerce, FMCG and BFSI, achieving up to **20xROAS**.
- Delivered lead generation, remarketing, and conversion goals through continuous **A/B testing**.
- Managed 5+ key client accounts, maintaining a **80% client retention rate** through consistent delivery of results and strategic insights.

aCubeIT – Digital Marketing Specialist Feb 2019 – Apr 2021 | Mumbai

- Reduced cost-per-lead **from ₹260–200 to ₹40–80** via strategic paid campaign optimization.
- Secured paying partnerships with over **10 colleges**, especially pharmacy institutions for AI course enrollment through targeted **B2B** email marketing outreach.
- Secured high-quality leads for AI workshop via targeted **LinkedIn ads** and LinkedIn group giveaway.

Education

PGP in Digital Media & Marketing Communications – Jio Institute, 2023

PGDM (Marketing) – Welingkar Institute of Management, 2020

BE (Computer Science) – Dr. JJMCOE, 2018

Certifications - Google Digital Marketing | Meta Marketing Science | LinkedIn Social Media Marketing