

RAMAN SONI

PERFORMANCE MARKETER

ABOUT ME

My ads must be **Read, Watched, Listened**, and **Felt**. and after that, the person takes exactly the **Action** I decided.
That's not a goal. That's my standard.

WORK EXPERIENCE

Performance Marketer - Pixxel Inc. Performance Marketing Agency for Coaches & EdTech | Jaipur

Sept 2025 - Oct. 2025

- Managed 50+ live Meta Ad campaigns across 8+ client accounts simultaneously - health, EdTech, coaching & wellness niches.
- Generated 20,376 leads at ₹28/lead cold traffic, zero prior brand equity.
- Drove 472 webinar registrations at ₹17/registration for a coaching funnel.
- Ran VSL purchase campaigns sustaining ₹900-₹1,386 cost-per-purchase at ₹10L+ spend.
- Operated every Meta structure: CBO, ABO, Lookalike, Retargeting, Advantage+, LLA stacking.

Performance Marketer - PriyaPreetamJu (Freelance) High-Intent Messaging Lead Generation

Jul 2025 - Nov 2025 | Feb 2026 - Mar 2026

- Generated 4,026 messaging conversations at ₹4.25/lead exceptional efficiency on cold traffic.
- Optimized funnel depth: 705 leads reached 2nd message, 591 reached 3rd quality, not just volume.
- Maintained CTR of 1.49% significantly above industry average for messaging campaigns.
- •Achieved 0.89% link CTR passive scrollers converted into active, hand-raising prospects.

Performance Marketer - Barbera Home Salon (Freelance) Large-Scale Budget Management & Creative Strategy

Jul 2024 - Feb 2025

- Managed ₹3,05,468 in total ad spend: scaled budgets without efficiency loss
- Reached 26.89 lakh unique accounts at frequency 3.02 right people, right number of times
- Built 1.15 Million video view retargeting pool at ₹0.26/view cheapest warm audience possible
- Generated 12,016 net likes + 1,349 net saves content didn't just run, it resonated

Social Media Strategist ---Huntershhide (Freelance)

Nov 2024 - Jan 2025

- Developed content strategy and managed social media calendar :- 30+ posts executed
- Implemented SEO recommendations and streamlined content planning across platforms

Ads Expert & Strategist - Capicoa Cafe

Oct 2023 - Jan 2024

- Ran Meta reach campaigns engaging 1.63 lakh+ accounts across Instagram & Facebook
- Created best-performing creative strategy to beat local competition; monitored brand consistency across channels

CONTACT

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EDUCATION

Master of Computer Applications (MCA)

CIITM, Sitapura

2021 - 2023

Bachelor of Computer Applications

(BCA) CIITM, Sitapura

2018 - 2021

MARKETING COURSE

Digital Marketing Training - Quibus

Trainings

Practical skills in SEO, WordPress, Facebook/Instagram/Google Ads, YouTube & Email Marketing
Jul 2023 - Dec 2023

Virtual Internship -IIDE (Google

Workspace & Social Media)

Google Workspace, Social Media Campaigns, SEO, Content Writing, Data Research
1 Month | Apr 2024

SKILLS

Technical Skills

- Meta Ads (Advanced)
- Google Ads
- Copywriting & Psychology (Direct Response)
- Conversion Rate Optimization (CRO)
- Analytics & Data Interpretation
- Marketing Funnel Strategy
- Audience Targeting & Retargeting
- GA4 & Google Tag Manager

Tools

- Meta Business Suite
- Google Analytics (GA4)
- Google Tag Manager
- Marketing Automation Tools
- AI Tools (Claude, Open AI, Gemini)

LANGUAGE

- Hindi
- English

INTERESTS

- Observation
- Travel
- Music