



## Personal Info

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Nationality  
Indian

## Links

[Portfolio](#)  
[linkedin](#)

## Skills

- Performance Marketing
- Google Ads
- Meta Ads
- Paid Media Strategy
- Campaign Management
- Lead Generation
- Customer Acquisition
- Campaign Optimization
- Conversion Tracking
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Meta Events Manager
- Google Merchant Center
- Shopping Ads
- Keyword Research

# Tarik Khan

Performance Marketing Manager



### Summary

Performance Marketing professional with hands-on experience in planning, managing and optimizing paid advertising campaigns across Google Ads and Meta Ads. Skilled in campaign strategy, audience research, keyword targeting, lead generation, customer acquisition, remarketing, conversion tracking and performance analysis. Experienced in working with Google Analytics 4 and Google Tag Manager to measure user actions, monitor campaign performance and identify areas for improvement. Strong understanding of campaign structure, budget allocation, bidding strategy, ad testing, landing page relevance and conversion-focused optimization. Able to analyze campaign data, identify performance gaps, reduce inefficient spend and improve overall campaign effectiveness. Comfortable working with businesses on paid media strategy, campaign audits, tracking setup and ongoing optimization. Focused on connecting marketing activity with clear business goals such as qualified leads, sales, conversions and sustainable growth. Open to remote, full-time, freelance and consulting opportunities in performance marketing and paid media.



### Work Experience

#### Performance Marketing & Brand Growth, Vednoir Wellness, New Delhi

June 2025 - Present

- Led end-to-end digital branding and performance marketing execution for Vednoir Wellness, from product positioning and online presence to paid acquisition and measurement setup.
- Worked on product presentation, brand positioning, website marketing structure and customer journey to build a consistent digital brand experience.
- Planned, launched and managed Google Ads campaigns focused on product discovery, qualified traffic, conversions and business growth.

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Audience Targeting

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Remarketing

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A/B Testing  
Marketing Analytics

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Conversion Rate Optimization

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Brand Growth Strategy

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- E-commerce Marketing

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## Languages

English

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- Managed Meta Ads across Facebook and Instagram, including campaign setup, audience targeting, creative testing, remarketing and conversion-focused optimization.
- Set up and managed Google Merchant Center product listings to improve product visibility across Google's shopping ecosystem.
- Supported Google Merchant Center business and brand verification requirements, including store information, product data and account compliance.
- Worked on product feed structure, listing quality and Merchant Center diagnostics to improve product eligibility and visibility.
- Implemented and managed Google Analytics 4 to monitor website traffic, user behaviour, acquisition channels and conversion activity.
- Configured Google Tag Manager for marketing and analytics tracking across important website actions and conversion events.
- Set up and monitored Meta Events Manager, Pixel and website events to support campaign measurement, audience building and remarketing.
- Worked on conversion tracking across advertising and analytics platforms to connect campaign activity with meaningful customer actions.
- Monitored campaign performance, customer journeys and conversion data to identify opportunities for improving targeting, messaging, landing pages and media efficiency.
- Coordinated branding, paid media, product listings, analytics and tracking as one integrated growth system rather than managing each channel separately.
- Supported the complete digital growth journey from brand setup and product discovery to traffic acquisition, remarketing, measurement and conversion optimization.

### **Performance Marketing & Sales Growth, Qikfox Cybersecurity Systems Inc, New Delhi**

November 2020 - May 2025

- Managed performance marketing and sales growth initiatives for a SaaS cybersecurity company offering browser security, VPN and digital protection solutions.
- Focused on driving paid subscriptions, qualified leads and customer acquisition through digital marketing and conversion-focused campaigns.

- Planned and managed paid advertising campaigns across Google Ads and other digital channels to attract users with strong purchase intent.
- Worked on keyword targeting, audience segmentation, campaign structuring, ad messaging and landing page alignment to improve lead and subscription opportunities.
- Supported customer acquisition strategies for cybersecurity products including secure browsing, VPN and related online protection solutions.
- Monitored campaign performance, lead quality and subscription activity to identify optimization opportunities and improve marketing efficiency.
- Used performance data to refine targeting, budgets, bidding, creatives and campaign strategy based on business objectives.
- Worked closely with sales and business teams to align advertising activity with customer acquisition and subscription goals.
- Contributed to lead generation, remarketing and conversion-focused initiatives designed to move prospective customers from initial interest to paid subscriptions.
- Helped strengthen the overall digital acquisition process by connecting campaign strategy, customer intent, tracking and sales objectives.



## Education

### **Bachelor's in Computer Application, Sikkim Manipal University**

June 2010 - February 2013

Completed a Bachelor of Computer Applications (BCA) with a focus on computer applications, software fundamentals, databases, web technologies and digital systems. The program helped build a strong technical foundation that supports my work in digital marketing, analytics, tracking and online platforms.



## Courses

**Google Ads Certification, Google Skillshop (Certified)**

**Meta Certified Digital Marketing Associate, Meta Blueprint (Certified)**