SAHIL SHEORAN

Performance Marketing | E-commerce Growth | Paid Media & Analytics

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PROFESSIONAL SUMMARY

PGDM (International Business & Marketing) candidate at IMT Dubai with 2+ years across e-commerce growth, paid media, SEO and FMCG distribution. Ran **Google Ads** and **Meta Ads** campaigns for agency clients and grew organic e-commerce performance across a 500+ SKU catalogue at Revent, a Dubai-based Apple reseller and device-as-a-service provider. KPI-driven, with hands-on experience in GA4, performance reporting and AI-driven marketing automation.

CORE SKILLS

- **Paid Media:** Google Ads, Meta Ads, campaign planning, optimisation, budget pacing, performance reviews
- **Analytics & Reporting:** Google Analytics 4 (GA4), Google Search Console, Advanced Excel, KPI dashboards, client reporting
- **E-commerce:** Shopify, product catalogue optimisation (500+ SKUs), technical SEO, product URL indexing, conversion-focused content
- **Growth & Automation:** AI/LLM workflow automation, data-driven strategy, stakeholder and agency coordination
- **Creative Tools:** Canva, CapCut, Affinity

PROFESSIONAL EXPERIENCE

Revent FZE, Dubai | *Marketing & AI Automation Intern (E-commerce)* Jun 2026 – Sep 2026

- Grew e-commerce visibility to **98,000+ impressions** and **2,180+ organic clicks** by automating SEO across 500+ product SKU variants.
- Resolved **450+ crawl errors** and achieved **100% indexing** across 260+ priority product URLs, improving product discoverability.
- Built LLM-powered workflows that cut manual operational effort by **90%**, saving 20+ hours per week.
- Supported digital strategy, campaign execution, data analysis and performance reporting for the online store.

The Yellow Coin Communication Pvt. Ltd., Delhi | *SEO & Paid Media Executive* Jul 2023 – Dec 2023

- Planned, launched and optimised **Google Ads** and **Meta Ads** campaigns for multiple clients alongside SEO.
- Drove **20–30% organic traffic growth** within 3 months for client accounts.
- Used Google Analytics and Search Console to track performance and improve rankings for high-value keywords.
- Presented performance insights and recommendations to clients, aligning campaigns with business objectives.

Amit Traders, Faridabad | *Sales & Operations Executive (FMCG)* Jan 2024 – May 2025

- Managed daily FMCG distribution for 20+ clients with **99% on-time delivery**.
- Improved inventory turnover by **15%** by streamlining supply processes and team coordination.
- Resolved 95% of client issues within 12 hours, strengthening client retention.

Truelancer Internet Pvt. Ltd. | *Digital Marketing Intern* Apr 2023 – Jun 2023

- Increased organic traffic by **25%** through SEO and content optimisation.
- Managed cross-platform branding and social media, lifting engagement by **30%**.

EDUCATION

Institute of Management Technology, Dubai | *PGDM – International Business & Marketing* 2025 – 2027

Delhi University, India | *Bachelor of Commerce* 2019 – 2022

CERTIFICATIONS

- Strategic Brand Management – S.P. Jain Institute of Management and Research (2025)
- Digital Marketing – Delhi College of Arts & Commerce, University of Delhi (2023)
- Arabic in the Workplace (Beginner) – Khalifa University (2026)

ACHIEVEMENTS & LEADERSHIP

- **Winner**, Business Simulation Challenge, Shiv Nadar University – 1st among 23 institutions (INR 50,000 prize).
- Organised Chakravyuh 2026, Sports Night 2025 and League of Titans 2025 at IMT: 1,000+ participants, 200+ alumni; secured 90+ sponsorships via 600+ cold calls.
- Ran LinkedIn marketing campaigns and social content generating **2,000+ leads**; Senior Sports Committee Member, IMT Ghaziabad.

Languages: English, Hindi, Arabic (Beginner)