

UPPARA SUNILKUMAR



Performance Marketing Professional

● Ananthapur, Andhra Pradesh, India

☎ +91 8105181876

✉ hallo.upparasunilkumar@gmail.com

● upparasunilkumar.com

in linkedin.com/in/upparasunilkumar

PROFESSIONAL SUMMARY

Performance Marketing professional with hands-on project experience in Google Ads, Meta Ads, GA4, GTM, WordPress, lead generation, landing-page development, conversion tracking, CRO and performance reporting. Experienced in building campaign-ready landing pages, implementing measurement plans and optimizing acquisition funnels for local-service and education projects.

CORE SKILLS

- Google Ads
- Meta Ads
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- WordPress + Elementor
- Landing Page Development
- Lead Generation
- Conversion Tracking
- CRO & Funnel Optimization
- Looker Studio & Reporting

AI & MARKETING TOOLS

- ChatGPT
- Manus AI
- Google Ads Keyword Planner
- Canva
- GA4 DebugView / GTM Preview
- Claude AI
- Google Sheets / Excel
- Looker Studio
- WordPress / Elementor
- Meta Events Manager

EXPERIENCE

Performance Marketing Intern | SDM Classes | 2026

- Supported real-time Google Ads, landing-page, lead-generation, analytics and conversion-tracking projects.
- Worked on keyword research, campaign structure, responsive search ads, negative keywords, audience targeting and optimization.
- Used GA4 and GTM workflows to plan and validate lead, form, call and campaign conversion measurement.

KEY PROJECTS

▪ Elon Cabs - Bangalore

Google Ads Search lead-generation project for Innova cab services, including keyword research, campaign structure, ad copy, landing page and conversion-focused optimization.

▪ Cognitec - Chennai

Data science training landing page and lead-generation campaign with keyword research, ad copy, form optimization and campaign analysis.

▪ Ambulance Services - Bangalore

High-intent local Search campaign planning focused on emergency/location queries, call-oriented conversion actions and mobile-first lead generation.

▪ SDM Classes

Google Ads Search and YouTube campaign work for performance-marketing training, including audience targeting, landing-page review and tracking support.

PROJECTS - WEBSITES & LANDING PAGES

▪ PFM Experts Portfolio Website

Performance marketing portfolio/service website with project sections, service pages, CTAs, contact flow and WordPress Elementor implementation.

▪ Cognitec Training Landing Page

Course lead-generation landing page for data science training with campaign message match and conversion-focused form flow.

▪ SDM Classes Campaign Page

Performance marketing training campaign page supporting Search/YouTube traffic and lead capture.

▪ Google Ads Campaign Case Study

Portfolio case-study format for campaign objective, targeting, keywords, ad copy, tracking, KPIs and optimization learnings.

▪ Meta Lead Generation Funnel

Full-funnel concept covering audience strategy, creatives, landing/instant forms, Pixel/CAPI and lead follow-up.

▪ Elon Cabs Landing Page

Local cab-service landing page concept designed for Google Search lead generation and enquiry capture.

▪ Ambulance Service Landing Page

Mobile-first emergency-service page concept emphasizing calls, location intent and fast conversion actions.

▪ Sunil Jewels Marketing Pages

Jewellery marketing website/page work covering campaign planning, product/category content and paid-media landing-page concepts.

▪ GA4 + GTM Tracking Case Study

Measurement implementation case study covering tags, triggers, variables, events, conversions and testing workflow.

▪ Performance Reporting Dashboard

Looker Studio / spreadsheet reporting concept for spend, clicks, CTR, CPC, conversions, CVR, CPA and ROAS.

ADDITIONAL HIGHLIGHTS

- Built multiple WordPress and Elementor portfolio, service and campaign landing-page concepts for practical projects.
- Planned GA4 and GTM conversion measurement for forms, calls, WhatsApp clicks and lead-generation actions.
- Created paid-media workflows covering campaign research, launch, search-term analysis, negative keywords, bidding and optimization.
- Built performance reporting structures using Looker Studio, Excel and Google Sheets.
 - Used ChatGPT, Claude AI and Manus AI to support campaign ideation, research, ad-copy development, landing-page structure and marketing workflow planning.

PERFORMANCE MARKETING WORKFLOW

Business Goal → ICP & Research → Funnel Strategy → Landing Page → Tracking Setup → Campaign Launch → KPI Analysis → Optimization → Reporting → Scaling

POSITIONING STATEMENT

Practical performance marketing candidate with project-based experience in paid media, campaign-ready landing pages, conversion tracking, lead generation, CRO and reporting. Focused on connecting advertising, measurement and landing-page experience to measurable business outcomes.