

ABHINAV SANDILYA

Performance Marketing & Growth Manager | Digital Marketing Consultant | Growth Operator

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[LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Performance marketing and growth professional with 13 years of combined sales, customer support, digital marketing, project management and consulting experience, including 9+ years in paid and organic marketing. Full-funnel operator across Google Ads, Meta Ads, paid social, SEO/AEO, lead generation, e-commerce, CRO, analytics, social media, content, influencer marketing, client management and team leadership. Experienced across global hardware, gaming and PC peripherals, F&B, education, D2C, e-commerce, software, cybersecurity and B2B market development. Managed INR 20-30L monthly media budgets and brand-assigned projects for NVIDIA, PNY, Fabcafe, Some Government Projects & Delivered measurable ROI/ROAS outcomes including 6X to 7X ROAS for an education/ Jewelry/ Cosmetics/ D2C Esports Brand. The Media Global and Essentialsify are my personal entitles which I'm working with, with hands-on AI tool building and growth consulting experience.

I am not a rigid "subject expert" who pushes one-size-fits-all strategies. As an independent growth consultant and executioner, I engineer predictable growth processes, high-converting creative strategies of content, and end-to-end execution tailored strictly to your business needs.

Work Models: I am open to any engagement model that fits your operational goals- **Full-Time, One-Time Sprints, Equity-Based, Project-Based, or Hourly Retainers.**

Work Mode: Operating Remote globally or Hybrid for clients in Delhi, NCR. (Direct in-person meetups are available locally or on-location provided for all travel, and logistics expenses are covered by the client)

Search Me on AI for More Clarification- Write "Abhinav Sandilya Performance Marketer" on your CHATGPT, GEMINI OR CLAUDE.

CORE COMPETENCIES

Performance Marketing	Google Ads, Meta Ads, Search, Display, Shopping, Performance Max, Paid Social, lead generation, brand awareness, engagement, and D2C sales campaigns.
Growth & Revenue	GTM planning, full-funnel marketing, ROI/ROAS optimization, conversion optimization, media buying, budget allocation, forecasting, reporting, and campaign governance.
SEO & Organic Growth	On-page SEO, off-page SEO, backlink building, schema, keyword research, blog writing, CMS optimization, AEO/AI-search, and content-led organic acquisition.

Analytics & Infrastructure	GA4, Google Tag Manager, Looker Studio, Google Search Console, Microsoft Clarity, reporting decks, dashboarding, and KPI tracking.
Leadership & Execution	Project management, team management, client management, stakeholder coordination, influencer management, content calendars, video shoots, and cross-functional delivery.
E-commerce & Tools	Shopify, Klaviyo, WordPress, Elementor, Figma, Canva, HubSpot CRM, Apollo.io, AI tooling, prompt workflows, and automation logic.

WHAT I DO & WHAT YOU GET (DIRECT VALUE PROPOSITION)

WHAT I DO (THE PROCESS)	WHAT YOU GET (THE OUTCOME)
Full-Funnel Audit & Leak Detection Deep-dive analysis into GA4, tracking gaps, Razorpay checkout drop-offs, and ad fatigue.	Zero Capital Waste Immediate identification of budget leaks before scaling ad spend blindly.
Omni-Channel Media Architecture Scaling Meta, Google PMax, Snapchat & ,SEO, AIO/GEO, LinkedInAds with unified brand messaging.	Predictable 4.0X+ MER / ROAS Consistent revenue growth without relying on a single ad platform.
UGC & Creative Engine Framework Designing creator briefs, video hooks, and brand overlays that drive high-intent clicks. Strictly Followed by Content Strategy Monthly Calanders/SMM	High Impulse Conversions Ads that look like organic content, drastically lowering your CAC.
Technical Tracking & CAPI Alignment Server-side CAPI integration, GTM setup, and 1-click checkout optimizations. Website Optimization.	100% Attribution Accuracy Data clarity that empowers confident business and inventory scaling.

CORE VALUE HIGHLIGHTS

- 13 years total professional experience: retail sales foundation, customer support exposure and 9+ years in digital/performance marketing.
- Worked on 50+ brands and 20+ clients/engagements across India, USA, Russia and government/institutional projects.
- Handled brand-assigned budgets and reporting for NVIDIA, Corsair, DeepCool and XPG; managed a NVIDIA marketing campaign budget of approx. USD 15K/month for more than a year.

- Managed INR 20-30L monthly ad budgets in recent roles; portfolio records also reference approx. INR 2 crore annual paid-media handling and INR 3.5 crore total budget exposure over the last 7 years.
- Delivered ROI/ROAS outcomes in the 4X-8X range, including 6X ROAS for Iki Chic and 7X ROAS for a cybersecurity/education lead-generation funnel.
- Led marketing for 20+ Ant Esports products from prototype to market launch, supporting hardware, gaming and PC-peripheral categories.
- Supported 100+ major hardware retailers across India and coordinated with in-house teams across Acro group companies.
- Built and shipped Essentialsify, a free AI tools platform, and developed AI-powered marketing/product tools end-to-end.
- Managed teams of 4-8 across marketing, design, development, content and video functions; worked directly with senior management and brand managers.
- Executed influencer marketing at scale, including 80+ celebrity/influencer collaborations in the F&B/FabCafe environment.

CORE COMPETENCIES

Performance Marketing: Google Ads, Meta Ads, Search, Display, Shopping, Performance Max, Paid Social, lead generation, brand awareness, engagement and D2C sales campaigns.

Growth & Revenue: GTM planning, full-funnel marketing, ROI/ROAS optimization, conversion optimization, media buying, budget allocation, forecasting, reporting and campaign governance.

SEO & Organic Growth: On-page SEO, off-page SEO, backlink building, schema, keyword research, blog writing, CMS optimization, AEO/AI-search and content-led organic acquisition.

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E-commerce & Tools: Shopify, Klaviyo, WordPress, Elementor, Figma, Canva, HubSpot CRM, Apollo.io, AI tooling, prompt workflows and automation logic.

PROFESSIONAL EXPERIENCE

Marketing & Growth Consultant (Independent) | The Media Global - D2C & Global Brands | Delhi
NCR / Remote | Aug 2025 - Present

- Advise and execute paid + organic growth for D2C, e-commerce and international brands, covering positioning, campaign planning, funnel diagnosis and hands-on execution.
- Run Google Ads and Meta Ads, SEO/AEO, CRO and analytics setup using GA4, Google Tag Manager and Looker Studio.
- Serve as an embedded growth/marketing lead on contract engagements, including Own Door India; support B2B market development for CeGaT, Germany, in genomics/diagnostics-related growth work.
- Founded The Media Global as a practitioner-led growth consulting venture focused on AI Growth Operating Systems, growth audits, revenue intelligence, SEO, CRO, retention, automation and performance marketing.
- Built and shipped Essentialsify, a free AI tools platform for businesses, including AI-powered marketing/product tools and founder operating stack concepts.

Digital, Social & Paid Media / Project Manager | Acro Engineering Company | India | 2023 - Aug 2025

- Managed paid and organic campaigns for hardware, gaming and PC-peripheral brands including NVIDIA, Corsair, DeepCool, XPG, Inno3D, Lian Li, G.Skill, PNY, Ant Esports, SMC International, Pet Baba, Iki Chic, Prolabs and Ant PC.
- Owned KPI tracking, media plans, project reporting and budget decks for brand-assigned campaigns, with budgets assigned directly by NVIDIA, Corsair, DeepCool and XPG.
- Handled a NVIDIA marketing campaign with approx. USD 15K/month budget for more than a year; portfolio includes project agreement, completion and payout evidence for NVIDIA work.
- Led marketing for 20+ Ant Esports products from prototype to market launch across hardware, gaming and computer-peripheral categories.
- Managed INR 20-30L monthly ad spend in recent growth projects and coordinated with in-house teams across group companies.

- Delivered 6X ROAS for Iki Chic fashion D2C; portfolio records show an approx. INR 4L yearly campaign budget generating approx. INR 24L ROI/revenue in FY24.
- Supported 100+ major hardware retailers across India and ran initial marketing for Pet Baba, Prolabs and AntPC.
- Executed Google Ads across sales, display, banner, shopping and Performance Max formats, plus paid-social campaigns for lead generation, brand awareness, engagement and D2C sales.
- Created and managed social media calendars, brand-wise ad spending structures, content execution, social page handling and performance reporting.

Department Manager - Digital Marketing & Social Media | FabCafe Pvt Ltd (a Fabindia initiative) | India | 2022 - 2023

- Owned digital marketing for cafe and fine-dine restaurant chains under a Fabindia initiative, covering Meta campaigns, Google Analytics, print/media coordination, menu design and content execution.
- Managed large-scale influencer marketing and celebrity collaborations, including 80+ influencers/celebrities as referenced in the portfolio.
- Ran Amazon sales for in-house snack products and managed on-site decor, photography and video shoots for digital content.
- Led a team of 4, reported to the brand manager and worked directly with top management across pan-India operations.

Digital Marketing Lead / Assistant Manager | Pragmatic Educational Society / International Institute of Security Studies | India | 2021 - 2022

- Led lead generation, website management, paid campaigns, social/video strategy and full budget ownership for cybersecurity education and training initiatives.
- Maintained consistent 7X ROAS for a full year while managing student acquisition funnels and campaign performance.
- Delivered digital-marketing training to students and built working knowledge of cybersecurity education, EC-Council, NSDC and Skill India related positioning.

Digital Marketing Manager | 24x7 Internet Technologies (24XITPL) | Noida, India | 2020 - 2021

- Managed 8+ clients single-handedly across sectors and led a team of 4-8 covering graphic design, web development, content writing and video editing.
- Helped the agency acquire 15+ clients while owning client communication, campaign execution, lead generation and multi-account management.
- Built and optimized Google Ads and Meta Ads campaigns, websites, landing pages and content systems across text, graphics and video.
- Handled strategy, competitor analysis, high-bid campaigns, risk management, ROI/ROAS optimization and performance reporting.
- Executed SEO and content work, including guest posts, backlink submissions, blog writing and digital marketing/technology content for 24x7ITPL.

Lead Generation Executive | Zed-Axis Technologies | India | 2020

- Ran organic B2B lead generation for enterprise software/SAP-related solutions and large organizations including T-Series, JSW Group, Asian Paints and R.R. Cables.
- Built exposure to enterprise software workflows, SAP concepts, B2B prospecting and large-account communication.

SEO Executive / Digital Marketing Executive | CubexSoft Technologies | India | 2018 - 2020

- Executed end-to-end SEO across on-page, off-page, keyword research, backlinks, interlinking, schema, blog writing and CMS website creation.
- Worked on software/product brands including TransferMyMails, MailsMagic, MailSouls and ToolsToExport.
- Supported international software selling through directory submissions and learned email-migration software ecosystems, including PST, OST and other email-file formats.
- Built understanding of DA/PA, technical SEO, content publishing, backlink quality and software-industry marketing.

Social Media Intern | Ant-PC / Acro Engineering Company | India | 2017 - 2018

- First digital-marketing role after sales/customer-support experience; managed social media accounts, content posting, budget handling and ROI fundamentals.

- Created content including text posts, images and videos; promoted products and services in line with brand voice and social media strategy.
- Gained exposure to brands including Intel, Samsung, MSI, Ant Audio and SoundMagic.

Chat Support Executive | Tech Guys | India | 2015 - 2017

- Resolved user queries through chat support, maintained daily query and escalation records and supported new application feature rollouts.
- Improved professional English communication, customer handling, issue diagnosis and digital-service operations exposure.

Fashion Consultant / Sales Executive | Wills Lifestyle (ITC), John Players, Puma | Delhi, India | 2013 - 2015

- Started career in fashion retail and core sales, assisting customers with style recommendations, product selection and in-store purchase decisions.
- Built foundation in upselling, customer insight, pressure handling, physical inventory, fashion categories, fabric/style understanding and retail conversion behavior.

SELECTED PORTFOLIO PROJECTS & EVIDENCE

- **NVIDIA / Hardware Brand Projects:** Managed online and offline marketing projects, brand-wise ad spending and budget reporting; portfolio includes NVIDIA agreement, completion and payout references.
- **Ant Esports Product Marketing:** Supported 20+ product launches from prototype to market launch across gaming hardware and PC peripherals.
- **Iki Chic Fashion D2C:** Managed direct-sale social ads and maintained 6X ROAS; portfolio records note approx. INR 4L yearly campaign budget and approx. INR 24L FY24 return/revenue.
- **SEO & Content Portfolio:** Performed on-page SEO, backlink creation, bookmarking/submissions, guest posting and blog writing across digital marketing, mobile app development, AI, education and technology topics.
- **Social Media & Content Operations:** Created annual social media calendars for a corporation/group of companies, handled multiple social pages and executed content, video, and campaign plans.
- **Google Ads Portfolio:** Executed Google Ads in sales, display, banner, shopping and Performance Max formats across 2019-2025 project evidence.
- **Paid Social Portfolio:** Ran social media ads for lead generation, brand awareness, D2C sales and engagement campaigns across multiple brands and sectors.
- **AI Tool Building:** Built Essentialsify tools and custom AI marketing/product tools, applying AI workflows to business ideation, product research and growth operations.

VENTURES

- **The Media Global:** Practitioner-led growth consulting for D2C brands and startups; focused on growth audits, AI Growth OS, revenue intelligence, SEO, CRO, retention, automation and performance marketing.
- **Essentialsify:** Free AI tools and founder operating stack platform for modern businesses, built and shipped solo.
- **Scent&Sip Co:** Curated beauty and fragrance commerce venture.
- **Sandilya Digi Marketing:** Personal marketing brand and body of work.
- **YourMovieWorld:** Early content and media brand.

SELECTED BRANDS, CLIENTS & SECTORS

Global / Hardware / Gaming Brands: NVIDIA, Corsair, DeepCool, XPG, Inno3D, Lian Li, G.Skill, PNY, Ant Esports, Intel, Samsung, MSI, Ant Audio, SoundMagic, SMC International, Prolabs, Ant PC.

Enterprise / Software / Education / Govt: T-Series, JSW Group, Asian Paints, R.R. Cables, ABP News, EC-Council, NSDC, Skill India, SKD University, Meteorological Department of India, Hilans.

Retail / F&B / D2C / Lifestyle: Fabindia, FabCafe, Puma, John Players, Wills Lifestyle, Fama Di Wills, Essenza Di Wills, Pet Baba, Iki Chic, Glamore Cosmetics.

Clients / Engagements: ANGUS Events LLP, Petonic Infotech LLP, Device Disk Pvt Ltd, SK Productions Pvt Ltd, Owndoor Pvt Ltd, Tranceocean Education Services, DocPal, Fly2Flight, IVS Institute, PG Villa, MealKart, Om Opticals, Spectica, GDDS School, Success Mantra.

Sectors: Hardware and gaming peripherals, D2C, e-commerce, F&B, education, cybersecurity, software, B2B SaaS/enterprise, retail, diagnostics/genomics market development, government/institutional campaigns.

TOOLS & PLATFORMS

Advertising & Analytics: Google Ads, Meta Ads Manager, GA4, Google Tag Manager, Search Console, Looker Studio, Microsoft Clarity, Supermetrics.

SEO: Semrush, Ahrefs, Screaming Frog, Rank Math, Yoast, Moz, Majestic, Google Keyword Planner, Google Trends, AnswerThePublic, Ubersuggest, Surfer SEO, Frase.

E-commerce & CRM: Shopify, Klaviyo, PageFly, Amazon Associates, Refersion, Loox, HubSpot CRM, Apollo.io, Google Sheets.

Web, Design & AI: WordPress, Elementor, Figma, Canva, Adobe Express, Photopea, Claude, OpenAI/ChatGPT, Google Gemini API, Groq, NVIDIA NIM API, DeepSeek API, Anthropic Claude API.

Outreach & Operations: LinkedIn, LinkedIn Sales Navigator, Hunter.io, Snov.io, GMass, Instantly, Lemlist, Notion, Trello, ClickUp, Slack, Buffer, CapCut, ElevenLabs, Opus Clip.

Infrastructure / Risk / Logistics: Cloudflare, Wordfence, UpdraftPlus, UptimeRobot, Bitwarden, Authy, Google Authenticator, Razorpay, Zoho Sign, DocuSign, Shiprocket, Delhivery, Blue Dart, DTDC, Shippo, Easyship, ShipStation, DHL, FedEx.

EDUCATION & CERTIFICATIONS

- Master's in Economics - currently pursuing.
- Bachelor of Arts - History, Political Science & Economics, Delhi University, 2013-2016.
- Diploma in Digital Marketing & Strategy / Certified Digital Marketer - Delhi School of Digital Marketing / DIDM, 2017.
- Udemy online classes, 2016.
- Google Ads Certification.
- Meta (Facebook) Ads Blueprint Certification.
- AI-Driven Content Mastery for Marketers.
- AI-Enhanced Growth Marketing.

Resume format note: ATS-friendly single-column global resume format. Excludes salary, full home address, personal reasons for leaving roles, and non-essential private details.