

MEHAR SINGH

Detroit, MI | (989) 906-3760 | meharsingh2992@gmail.com

LinkedIn: [linkedin.com/in/mehar-singh-a929a2192](https://www.linkedin.com/in/mehar-singh-a929a2192)

PROFESSIONAL SUMMARY

DTC eCommerce operator and recent MBA graduate (Business Data Analytics) with 5+ years of hands-on performance marketing experience across Google Ads, Meta Ads, SEO, and analytics. Combines founder-level operating experience with formal training in marketing analytics and data-driven decision making. Proven track record building and scaling direct-to-consumer ventures from zero, optimizing paid acquisition campaigns, and translating marketing data into actionable business insights.

EDUCATION

Central Michigan University — *Mount Pleasant, MI*

May 2026

Master of Business Administration (MBA) — Business Data Analytics | **GPA: 3.53 / 4.00**

Relevant Coursework: Marketing Analytics, Data Visualization, Statistical Analysis, Business Intelligence, Predictive Analytics, Strategic Marketing Management

PROFESSIONAL EXPERIENCE

Performance Marketing Specialist | The Rugs Story | *Remote, India*

Jan 2024 – Jun 2024

- Managed paid acquisition campaigns across Meta Ads (Facebook, Instagram) and Google Ads for a direct-to-consumer handmade rugs and dhurries brand selling internationally.
- Built, launched, and optimized paid media campaigns targeting global markets, focusing on improving ROAS and reducing customer acquisition cost (CAC) for premium home decor products.
- Conducted A/B testing on ad creatives, audience segments, and bidding strategies to identify winning campaign combinations for international markets.
- Set up and maintained conversion tracking infrastructure using Google Analytics 4 (GA4), Meta Pixel, and Google Tag Manager to accurately measure campaign performance.
- Produced performance reports translating ad spend and conversion data into actionable recommendations for budget allocation and creative strategy.

Performance Marketing Specialist | SixSails | *Faridabad, India*

Oct 2022 – Dec 2023

- Managed paid media campaigns across Google Ads (Search, Display, Shopping) and Meta Ads (Facebook, Instagram) for the agency's client portfolio.
- Built, launched, and optimized campaigns to drive qualified traffic and improve ROAS, tracking key metrics including CPC, CTR, CPA, and conversion rate.
- Allocated and managed daily ad budgets across multiple client accounts to maximize conversions while maintaining target CPA.
- Conducted A/B testing on ad creatives, audiences, landing pages, and bidding strategies to identify winning campaign combinations.
- Set up conversion tracking and analytics infrastructure using Google Analytics, Meta Pixel, and Google Tag Manager for accurate ROI measurement.
- Produced weekly performance reports translating complex campaign data into actionable insights for client stakeholders.

SEO & Content Marketing Specialist | Healthy18 | *Delhi, India*

Jun 2021 – Sep 2022

- Drove organic search growth and content marketing strategy for a health and wellness brand, focused on improving keyword rankings and organic traffic.
- Conducted keyword research, competitor analysis, and on-page SEO optimization using SEMrush, Ahrefs, and Google Search Console.
- Planned and published SEO-optimized blog content targeting high-intent health and wellness search queries.

- Implemented technical SEO improvements including site structure, meta tags, internal linking, and page speed optimization.
- Tracked organic traffic and content performance using Google Analytics and Search Console, reporting on keyword movements and content ROI.

Founder & DTC eCommerce Operator | SILKWOX | *Remote, India*

Dec 2019 – Feb 2021

- Founded and operated an independent direct-to-consumer ecommerce business in the apparel and lifestyle category.
- Ran paid acquisition campaigns on Meta Ads (Facebook, Instagram) to test product-market fit and identify profitable customer acquisition channels.
- Built and maintained Shopify storefront with optimized product pages, landing pages, and checkout flow to improve conversion rates.
- Analyzed customer behavior, AOV, repeat purchase rate, and CAC to inform pricing, product, and marketing decisions.

SKILLS

Performance Marketing: Google Ads (Search, Display, Shopping), Meta Ads (Facebook, Instagram), Paid Media Strategy, Campaign Optimization, ROAS Optimization, A/B Testing, Conversion Rate Optimization (CRO)

Marketing Analytics: Google Analytics 4 (GA4), Google Tag Manager, Meta Pixel, Attribution Modeling, Marketing Mix Analysis, Customer Acquisition Cost (CAC) Analysis, Lifetime Value (LTV) Analysis

SEO & Content: Keyword Research, On-Page SEO, Technical SEO, Content Strategy, SEMrush, Ahrefs, Google Search Console

Data & Visualization: SQL, Excel (Advanced), Tableau, Looker Studio, Data Visualization, Statistical Analysis

Tools & Platforms: Shopify, WordPress, Klaviyo, HubSpot, Slack, Notion, Jira

Technical: Node.js, React, JavaScript, HTML/CSS, REST APIs

ADDITIONAL

Certifications (In Progress): Meta Marketing Analytics Professional Certificate (Coursera), Google Analytics Individual Qualification (GAIQ)

Languages: English (Fluent)