

FARSANA N

MARKETING LEAD | PERFORMANCE MARKETING | SEO & GROWTH

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PROFESSIONAL SUMMARY

Marketing Lead and performance marketing professional with 4+ years of hands-on experience across Meta Ads, Google Ads, TikTok Ads, SEO, social media, content strategy, influencer marketing, CRM automation, analytics, and AI-powered marketing workflows. Managed campaigns for 100+ clients, more than ₹50 lakh in Meta Ads spend and ₹5 lakh in Google Ads spend, while supporting campaigns that closed more than ₹50 lakh in sales. Strong in ROAS analysis, lead generation, budget scaling, SEO growth, and hands-on channel execution.

CORE COMPETENCIES & TECHNICAL SKILLS

- **Paid Media & Growth:** Meta Ads, Google Ads, TikTok Ads, Lead Generation, Campaign Optimization, ROAS Analysis, Budget Scaling, Conversion Tracking, Funnel Optimization
- **SEO:** SEO Strategy, On-Page SEO, Off-Page SEO, Technical SEO, Keyword Research, Search Intent, AEO, GEO, Organic Growth, Search Visibility
- **Content & Influencer Marketing:** Content Strategy, Social Media Marketing, Influencer Marketing, Creative Strategy, Video Editing, 500+ Influencer Collaborations
- **Analytics & Systems:** Digital Analytics, CRM Automation, KPI Reporting, Performance Reporting, Lead Quality Analysis

TOOLS

- **Advertising:** Meta Ads Manager, Google Ads, TikTok Ads Manager, Google Keyword Planner
- **SEO:** Ahrefs, SEMrush, Google Search Console, Ubersuggest, Moz, PageSpeed Insights
- **Analytics & Design:** Google Analytics, Canva, Adobe Photoshop, Adobe Illustrator
- **AI & Video:** ChatGPT, Claude, Gemini, Google Veo, Flow

PROFESSIONAL EXPERIENCE

Growth Marketer / Marketing Lead | Blackbox Learning (BBX Learning)

Dec 2025 - Present

- Lead end-to-end marketing across performance marketing, SEO, content, social media, influencer marketing, and lead generation.
- Serving as **Marketing Lead since Jan 2026**, owning growth priorities, campaign planning, content strategy, reporting, and cross-channel execution.
- Grew social presence to **3,000+ followers** by Sep 2026 and generated **lakhs of content views** through organic and campaign-led distribution.
- Achieved **#1 rankings** for targeted SEO keywords using keyword research, on-page, off-page, and technical SEO practices.
- Collaborated with **500+ influencers** for outreach, content promotion, partnerships, and audience-growth initiatives.
- Managed performance using ROAS, CPL, CTR, conversion rate, lead quality, and budget-scaling signals.

Performance Marketer | PRception

Nov 2025 - Present

- Plan, launch, monitor, and optimize Meta Ads campaigns focused on lead generation and growth.
- Manage audience targeting, creative testing, campaign analysis, and conversion-focused optimization.
- Track ROAS, CPL, CTR, conversion rate, lead quality, and budget efficiency to guide campaign decisions.
- Apply structured testing and controlled budget scaling while coordinating with creative teams.

Performance Analyst | BrinIT Digital LLP

Jun 2025 - Feb 2026

- Analyzed paid-media and client campaign performance, monitored KPIs, and translated data into optimization actions.
- Supported reporting, campaign analysis, SEO performance reviews, and growth-focused recommendations.

Data Analyst | INEXONSOFT Technologies

May 2024 - May 2025

- Analyzed business and performance data to identify trends, generate insights, and support data-driven decision-making.

Data Science Intern | Dexpro Innovations Pvt Ltd

May 2024 - Jul 2024

- Gained hands-on exposure to data analysis, data science workflows, and project-based problem solving.

Lab Instructor | National College of Arts & Science

Mar 2023 - Jun 2024

- Supported students in practical computer lab sessions, troubleshooting and guiding hands-on technical exercises.

Digital Marketing Specialist | Part-Time / Freelance

Jun 2021 - Mar 2023

- Worked part-time during the COVID period while actively researching digital marketing trends and participating in freelance projects.
- Handled paid advertising, SEO, social media, content creation, influencer marketing, and web-related client work.

SELECTED PROJECTS

Blackbox Learning (BBX Learning) - Marketing Growth Project

Jan 2026 - Sep 2026

- Grew Instagram to 3,500+ organic followers and Facebook to 2,000+ followers within 7 months through consistent content and growth initiatives.
- Improved organic search visibility and achieved #1 rankings for multiple targeted campaigns/keywords.
- Led content, social media, SEO, influencer marketing, and performance marketing activities as Marketing Lead.

Parleg Onam Campaign - Influencer Marketing

Campaign Execution

- Coordinated 50+ nano, micro, and macro influencers for the Onam campaign, managing outreach, briefing, content coordination, approvals, and publishing.
- Planned and coordinated end-to-end influencer execution and completed the campaign within 2 weeks.

EDUCATION

- **MCA (Master of Computer Applications)** - IGNOU
- **BSc Computer Science** - University of Kerala
- **Diploma in Data Science** - Professional Training

ADDITIONAL INFORMATION

- **Portfolio Scale:** 100+ clients supported; ₹50+ lakh Meta Ads spend managed; ₹5+ lakh Google Ads spend managed; ₹50+ lakh in sales supported through performance-led campaigns.
- **Performance Methods:** ROAS calculation, campaign scaling, lead-generation optimization, conversion tracking, SEO audits, keyword strategy, and AI-assisted marketing workflows.
- **Languages:** English, Malayalam