

JAZEEM DILSHAN

Performance Marketer | Meta & Google Ads | Lead Generation
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SUMMARY

Performance marketer running Meta and Google Ads campaigns across real estate, automotive, and service sectors. Cut cost per lead from over ₹100 to ₹15 on an automotive lead-generation campaign, and achieved cost per lead as low as ₹13.5 on property campaigns. Comfortable owning campaigns end to end: strategy, audience targeting, creative testing, landing page conversion, lead tracking, and reporting. Open to performance marketing roles in Bengaluru.

CORE SKILLS

Meta Ads Management · Google Ads · Snapchat & TikTok Ads (campaign setup) · Lead Generation · WhatsApp Lead Campaigns · Audience Targeting · Creative Testing & Iteration · Conversion Rate Optimization · Landing Page Optimization · GA4 & Conversion Tracking · Google Tag Manager · Lead Management & CRM Workflows · Competitor Analysis · Campaign Reporting · SEO Fundamentals · WordPress · Photography & Video Editing

PROFESSIONAL EXPERIENCE

Digital Marketer & Real Estate Consultant | Better Homes Kochi Nov 2025 – Present

- Plan and run Meta ad campaigns for residential and commercial property listings, achieving cost per lead as low as ₹13.5
- Built and maintain a lead management system tracking 450+ leads per month from first touch through deal closure
- Manage OLX listings, Instagram content, and brand visual assets for the business
- Handle lead qualification, client calls, and deal closures across commercial and residential property in Ernakulam

Independent Meta Ads Campaigns | Self-Directed 2026

- NEXA Sales Lead Gen (Automotive):** Ran a WhatsApp lead-generation campaign on a small budget producing 85+ leads; cut cost per lead from over ₹100 to ₹15 through creative and targeting iteration; 12% of leads converted to showroom visits and one to a confirmed booking
- Coworking Space (Kochi):** Self-funded a Meta lead-generation campaign on a commission arrangement; diagnosed a lead-quality issue and rebuilt creative with pricing transparency, improving the rate of leads converting to in-person site visits

Digital Marketing Intern | Dotin Academy, Kochi 2026 (Completed)

- Completed certification modules in SEO, WordPress, Meta Ads, Google Ads, and Google Tag Manager
- Managed live Meta ad campaigns for clients across education, travel, and home automation sectors
- Set up a Google Search Ads campaign for student acquisition
- Built a full marketing strategy and competitor analysis benchmarking five Kochi-area clinics

EDUCATION

Bachelor of Computer Applications (BCA) — KMEA College of Arts and Science, Aluva (Mahatma Gandhi University)

CERTIFICATIONS

- Digital Marketing Certification — Dotin Academy (2026)
- LinkedIn Content & Creative Design Certification — LinkedIn Marketing Academy (2026)