

JAZEEM DILSHAN

Performance Marketer | Meta & Google Ads | Lead Generation | SEO

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SUMMARY

Performance marketer running Meta and Google Ads across real estate, automotive, education and workspace accounts, including a lead-generation campaign that cut cost per messaging conversation from ₹105.95 to ₹15.47. Hands-on across audience targeting, creative testing, lead qualification and SEO, from campaign setup through to closure. Agency internship experience in paid media, technical and off-page SEO, and campaign reporting. Based in Bengaluru and available to join immediately.

CORE SKILLS

Paid Media: Meta Ads, Google Ads (Search; Display, PMax, YouTube – campaign setup), WhatsApp Lead Campaigns, Lead Generation

Analytics & Tracking: Meta Ads Manager, GA4, Meta Pixel, Google Search Console, Google Keyword Planner, Campaign Reporting

SEO & Web: Technical SEO, On-Page SEO, Keyword Research, Competitor Research, Google Business Profile, WordPress, Elementor

Tools: Excel / Google Sheets, Canva, CRM Workflows, Photography & Video Editing | Languages: Malayalam (Native), English

EXPERIENCE & PROJECTS

Performance Marketing Projects | Independent

2026

- **Automotive Lead Generation:** Ran Meta WhatsApp campaigns and tested creatives and audiences, reducing cost per messaging conversation from ₹105.95 to ₹15.47; generated 85 conversations, 10 showroom visits and one confirmed vehicle booking.
- **Coworking Space, Kochi:** Self-funded a Meta lead-generation campaign under a commission arrangement. Traced poor lead quality to pricing being absent from the creative, then rebuilt around pricing transparency — accepting a higher cost per conversation for better-qualified enquiries. 5 of 13 enquiries visited the space and 3 reached booking stage.

Digital Marketing Intern | Dotcom Creativez (via Dotin Digital Academy)

Jun 2026 - Aug 2026

- Set up and managed live Meta Ads and Google Search campaigns for Dotin Digital Academy's student enrolment, monitoring delivery and refining targeting and ad copy.
- Built campaign structures for education, travel, study-abroad and e-commerce briefs across Meta and Google Ads (Search, Display, Performance Max, YouTube), including lead forms, audience targeting and budget plans.
- Delivered a full SEO audit of a competitor academy website (technical, on-page, off-page and UX) as a strategy deck, plus competitor-led keyword research and off-page link building.

Digital Marketer | Better Homes Kochi

Nov 2025 - Jul 2026

- Planned and ran Meta ad campaigns for residential and commercial property listings, achieving cost per messaging conversation as low as ₹13.53.
- Built and ran a lead-management workflow in Google Sheets tracking 450+ enquiries per month across OLX, Meta and referral sources, from first touch through to deal closure.
- Built and maintained betterhomeskochi.com on WordPress using Astra and Elementor, including property-search functionality.
- Handled lead qualification, client calls and deal closures, and managed the business Instagram account including property photography and video editing.

EDUCATION & CERTIFICATIONS

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

Advanced Diploma in Digital Marketing (ADDM), Dotin Digital Academy, Kochi | Jan 2026 - Aug 2026

Internship-integrated program covering SEO, Social Media Marketing, Meta Ads, Google Ads, Google Tag Manager and WordPress.