



PERFORMANCE MARKETING PORTFOLIO

Google Ads | Meta Ads | SEO | WordPress

2 0 2 6



Pushpendra Varun

Performance Marketing Expert

Hello, I'm Pushpendra Varun, a Performance Marketing Manager, Digital Marketing Strategist, and Trainer with 7+ years of experience in the digital marketing industry. I specialize in Google Ads, Meta Ads, WordPress, SEO, and Performance Marketing, helping businesses generate quality leads, increase sales, and maximize ROI through data-driven strategies.

I have successfully worked on 50+ projects across multiple industries and currently serve as the Founder of We Digital Classes, where I provide practical, industry-focused training in Digital Marketing, Performance Marketing, and WordPress Development. My passion is to create measurable business growth while empowering the next generation of digital marketers.



Pankaj_varun001



linkedin.com/in/digital-varun/

SPECIALTIES

Performance Marketing Specialist with expertise in Google Ads, Meta Ads, SEO, and WordPress. Passionate about building scalable campaigns, optimizing conversions, and driving sustainable business growth through data-driven strategies.



**Performance
Marketing**

Growth Marketing

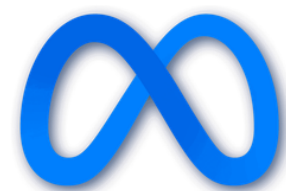


WORDPRESS

Website Designing



Search Engine Optimization



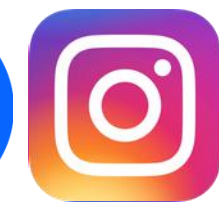
Meta

Social Media Marketing



Google Ads

Google Advertisement



Social Media Management



Google
My Business

Local SEO

BRANDS WORK

Over the past 7+ years, I've had the opportunity to work with 50+ brands across Healthcare, Education, IT, E-commerce, Manufacturing, and Service industries. From startups to established businesses, I've helped brands grow through Performance Marketing, Google Ads, Meta Ads, SEO, and WordPress with strategies focused on measurable business results.

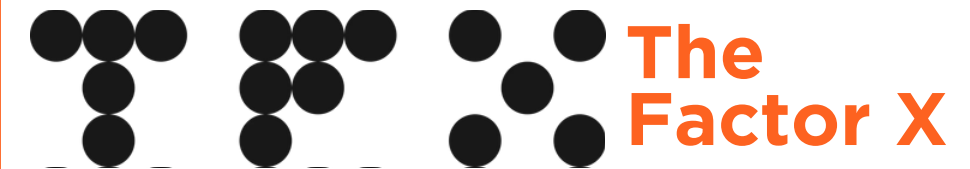


BRANDS WORK

IT SOFTLAB
CONSULTANCY SERVICES PVT LTD.



**Digital
Shortcuts**



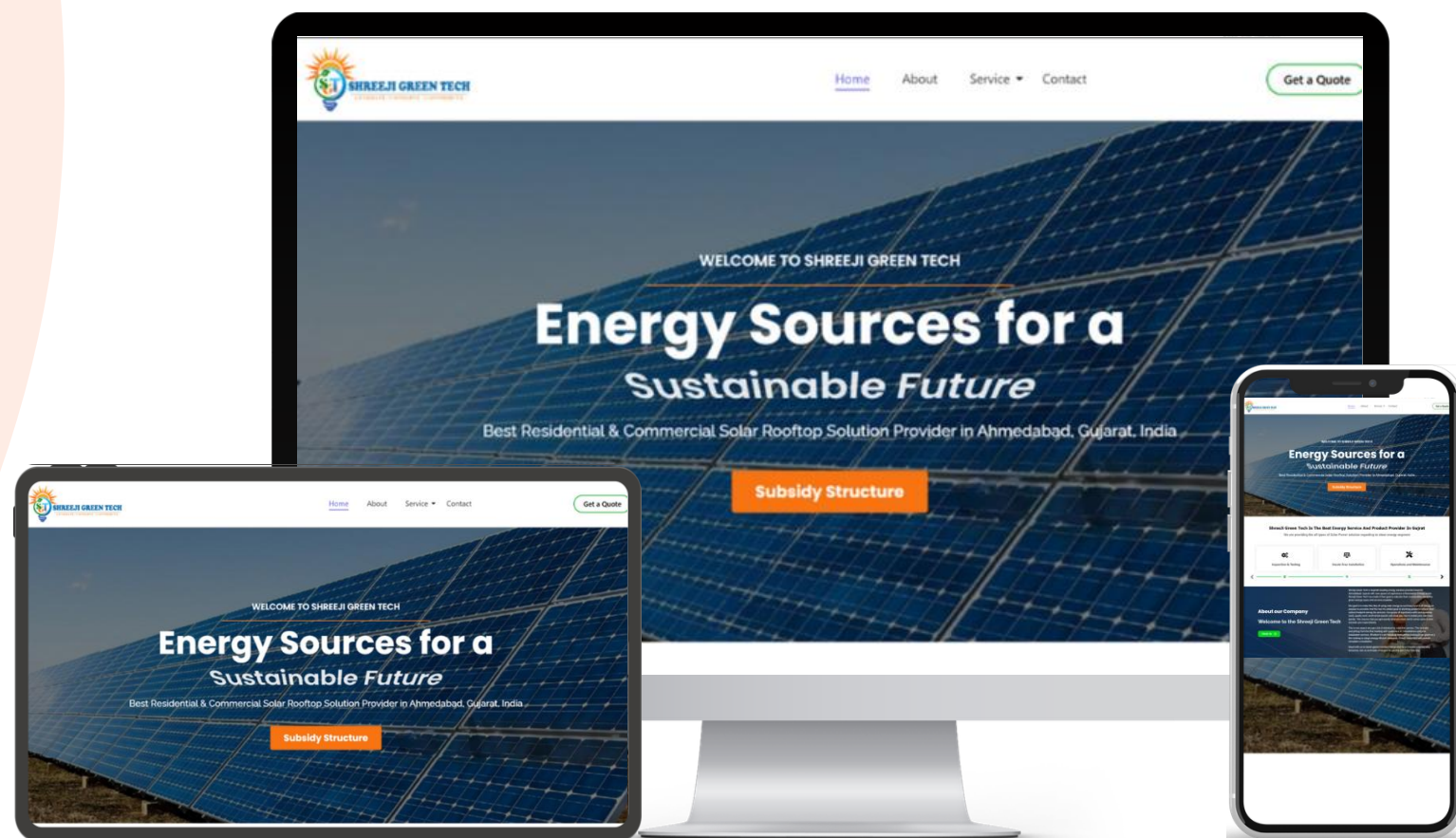
SILVOTEL
STAY COMFORT WITH BUSINESS ESSENCE



Working With More then 50+ Brands

WEBSITE PORTFOLIO

WordPress Website | SEO Optimized | Speed Optimized | Responsive



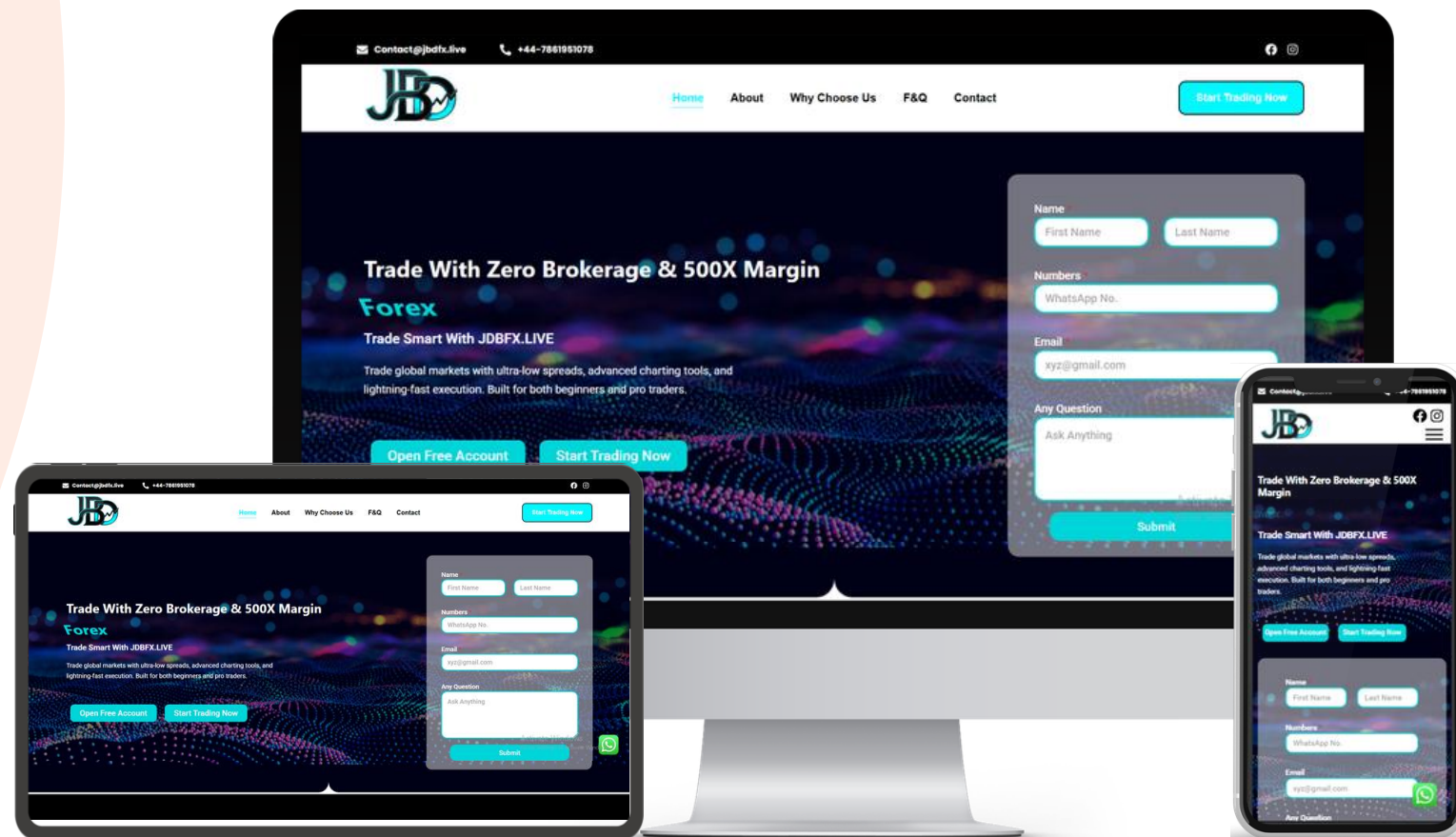
[Shreejigreentech.com](https://shreejigreentech.com) →



[Vdigitalclasses.online](https://vdigitalclasses.online) →

WEBSITE PORTFOLIO

WordPress Website | SEO Optimized | Speed Optimized | Responsive



Jbdfx.live

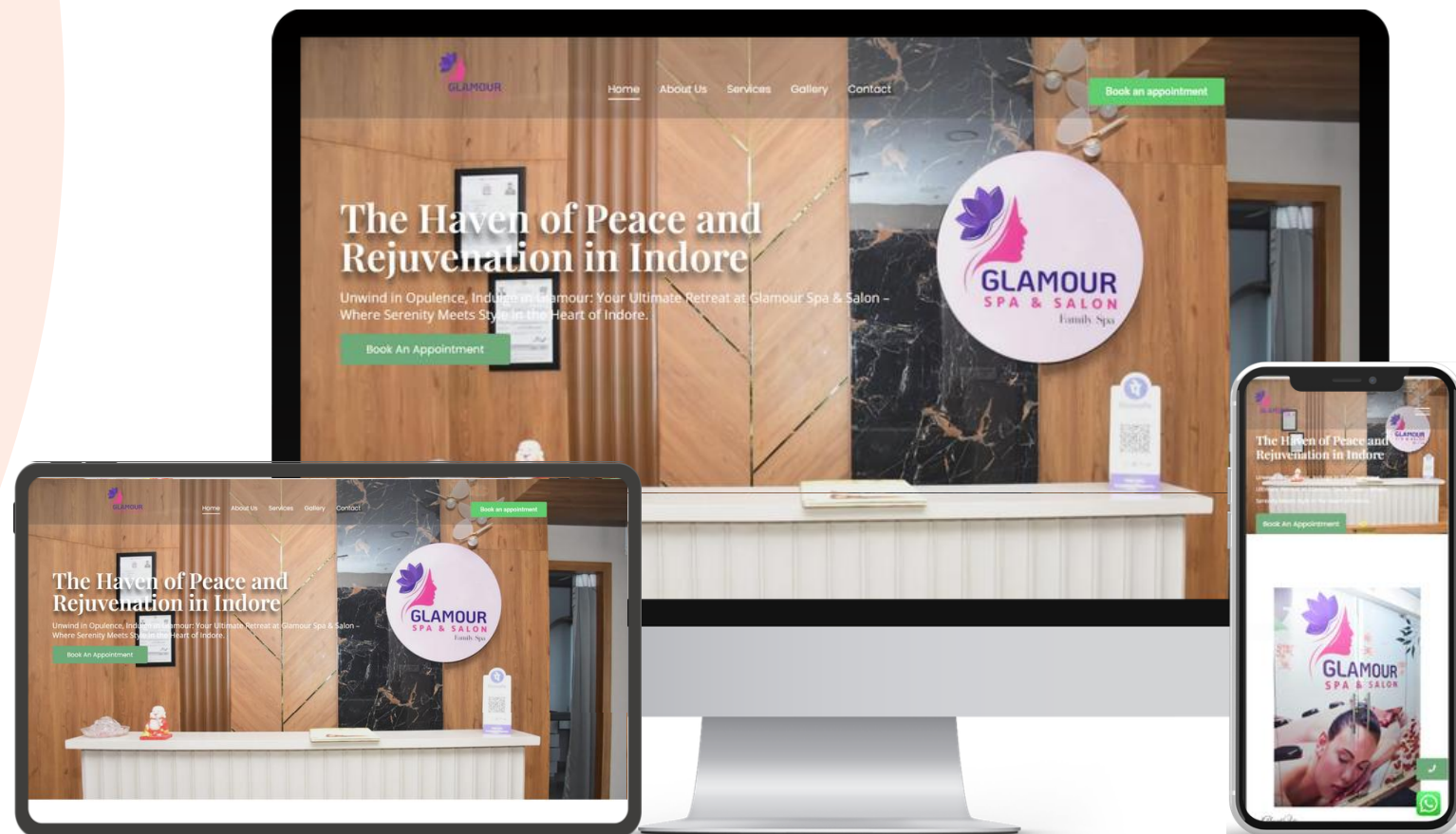


digitalshortcuts.in

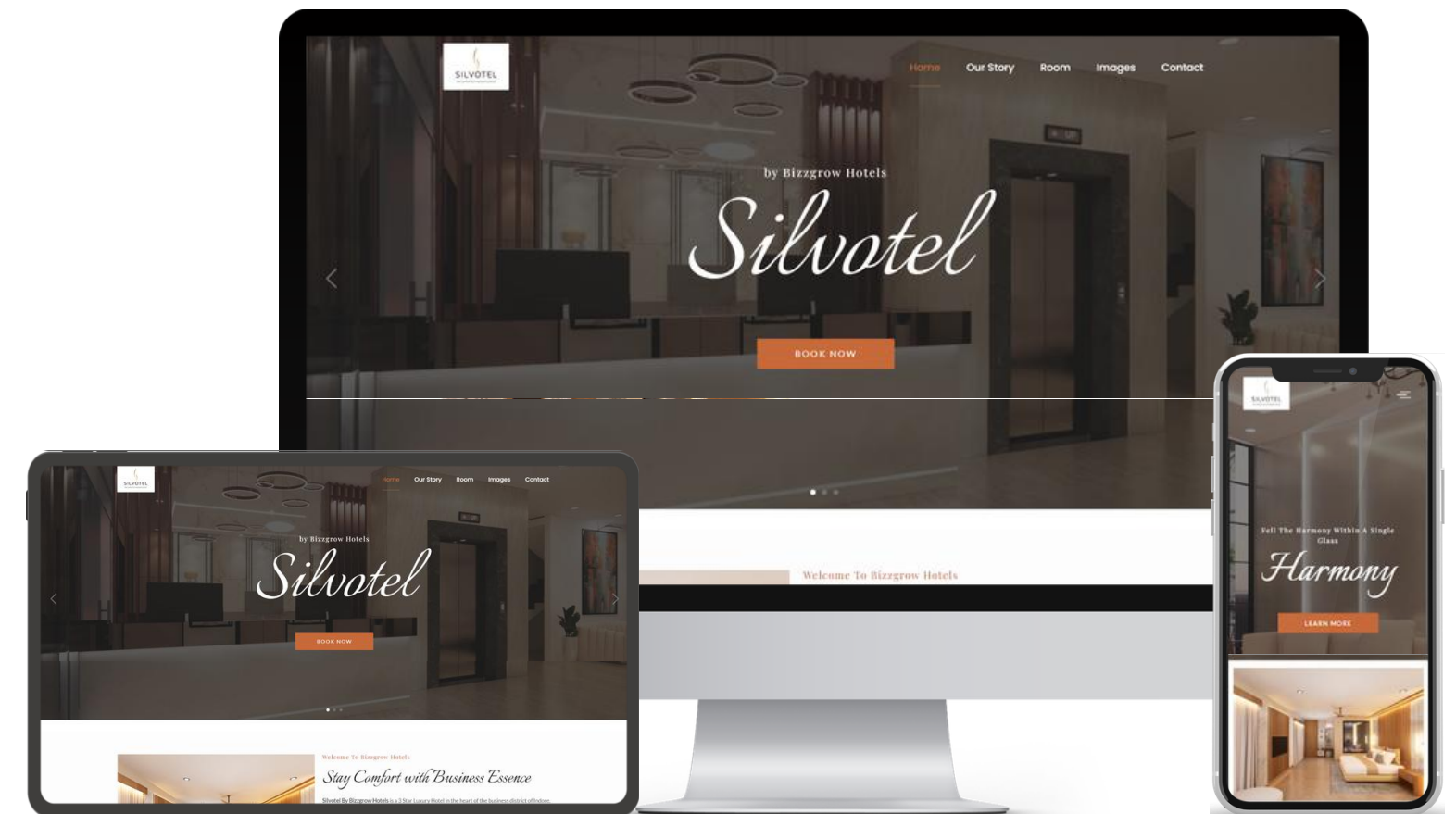


WEBSITE PORTFOLIO

WordPress Website | SEO Optimized | Speed Optimized | Responsive



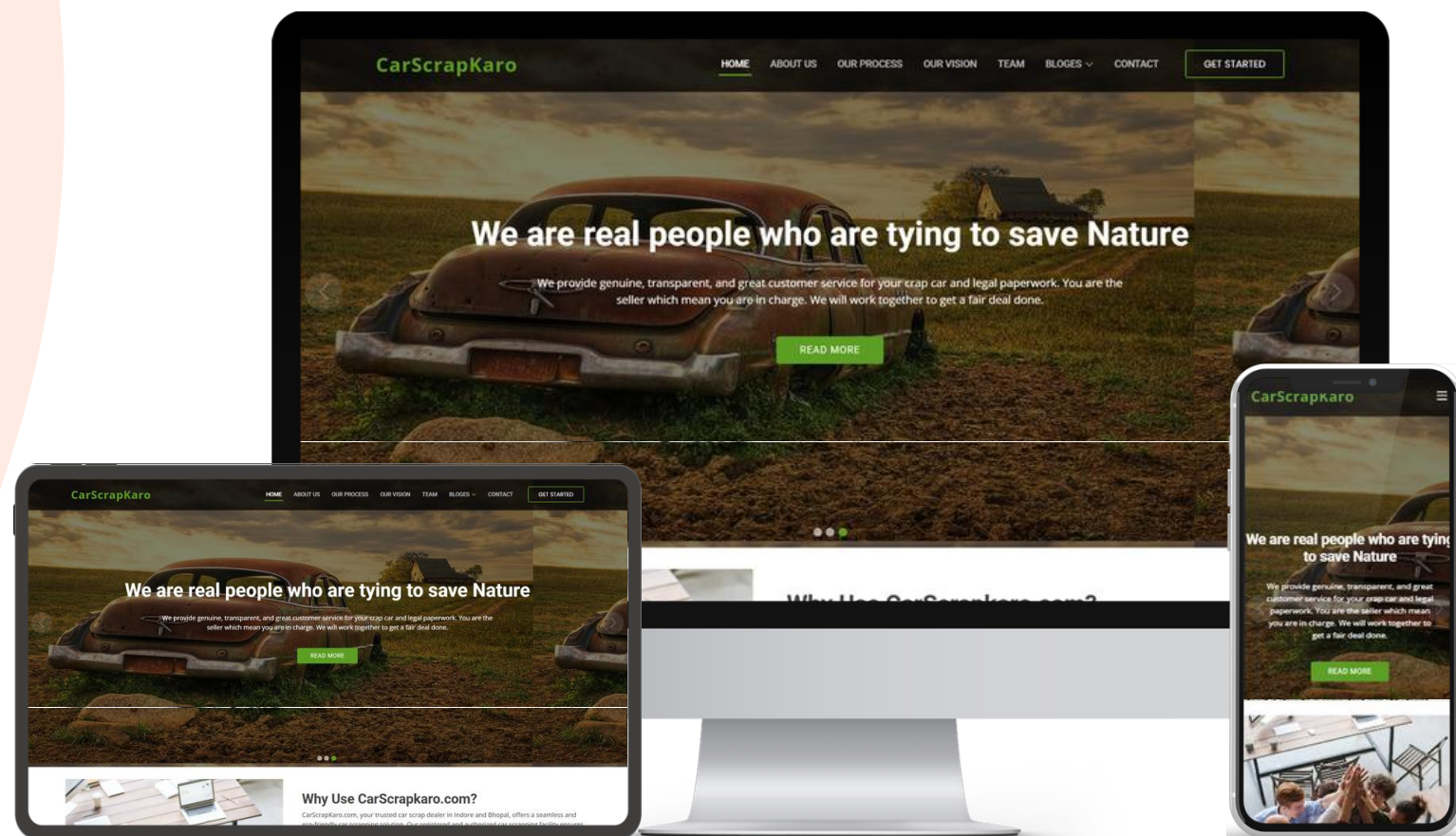
glamourspainindore.com →



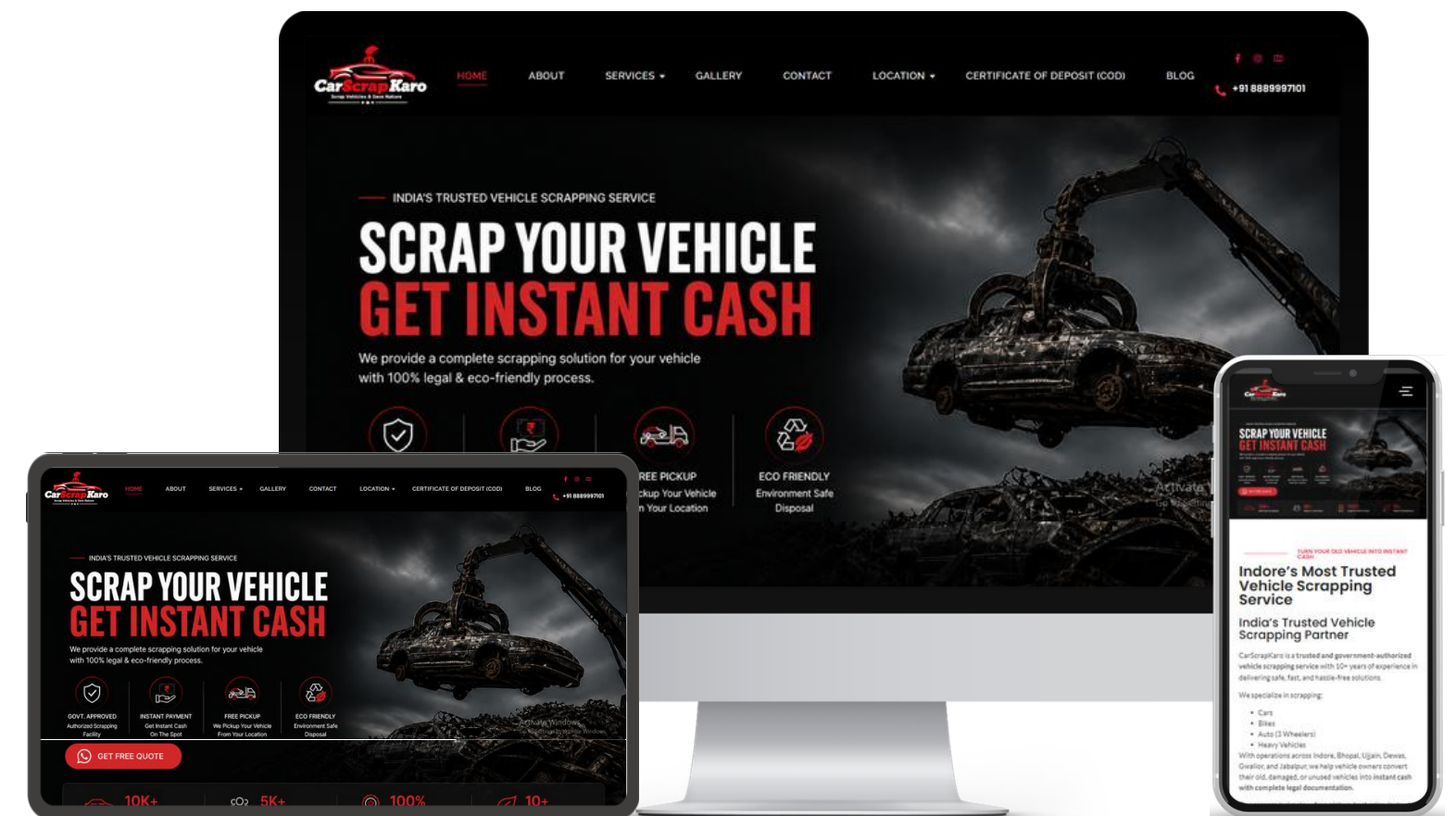
bizzgrowhotels.com →

WEBSITE PORTFOLIO

WordPress Website | SEO Optimized | Speed Optimized | Responsive



carscrapkaro.com

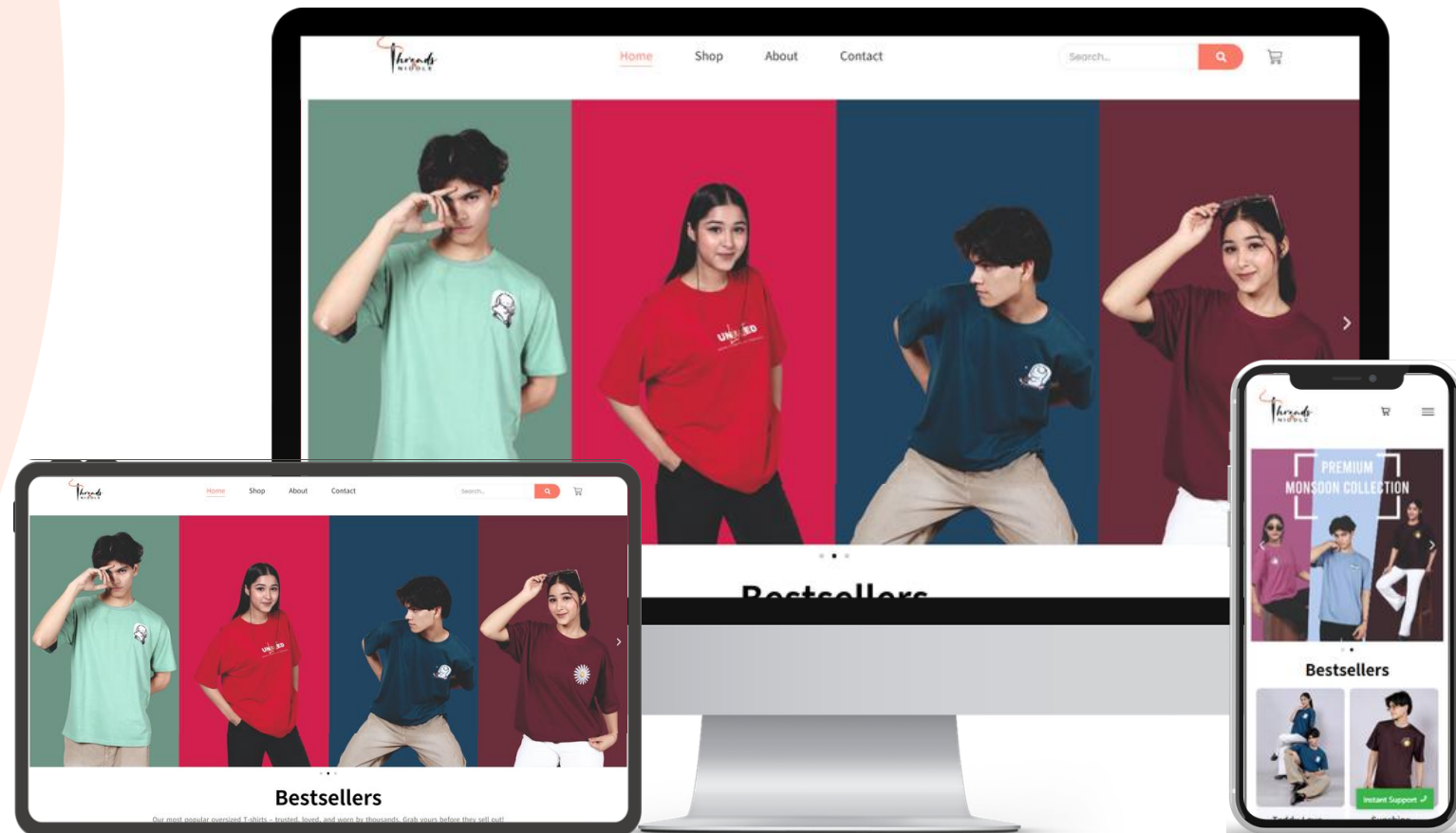


carscrapkaro.in

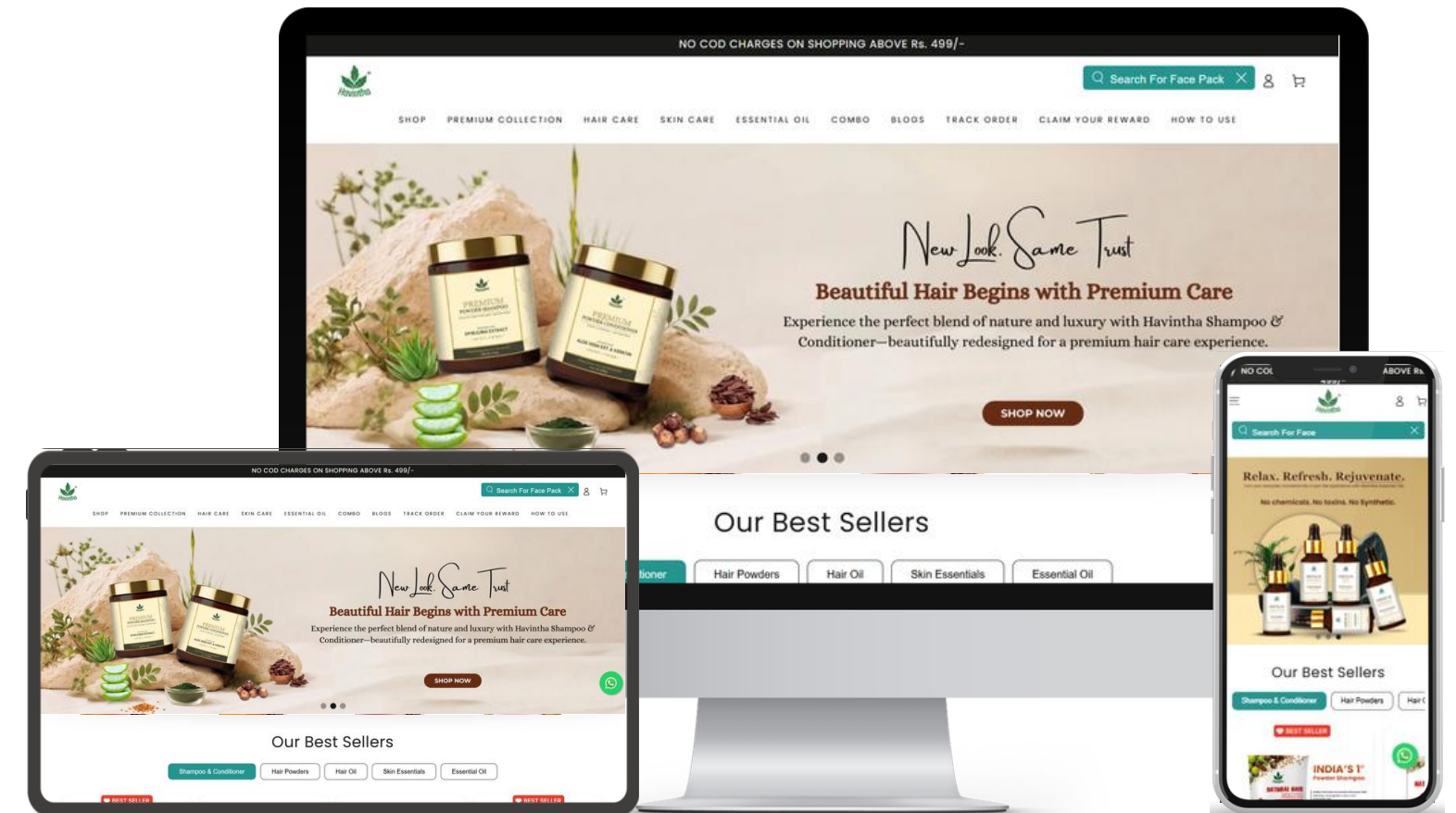


WEBSITE PORTFOLIO

WordPress Website | SEO Optimized | Speed Optimized | Responsive
E-Commerce Website



threadsandniddle.com →

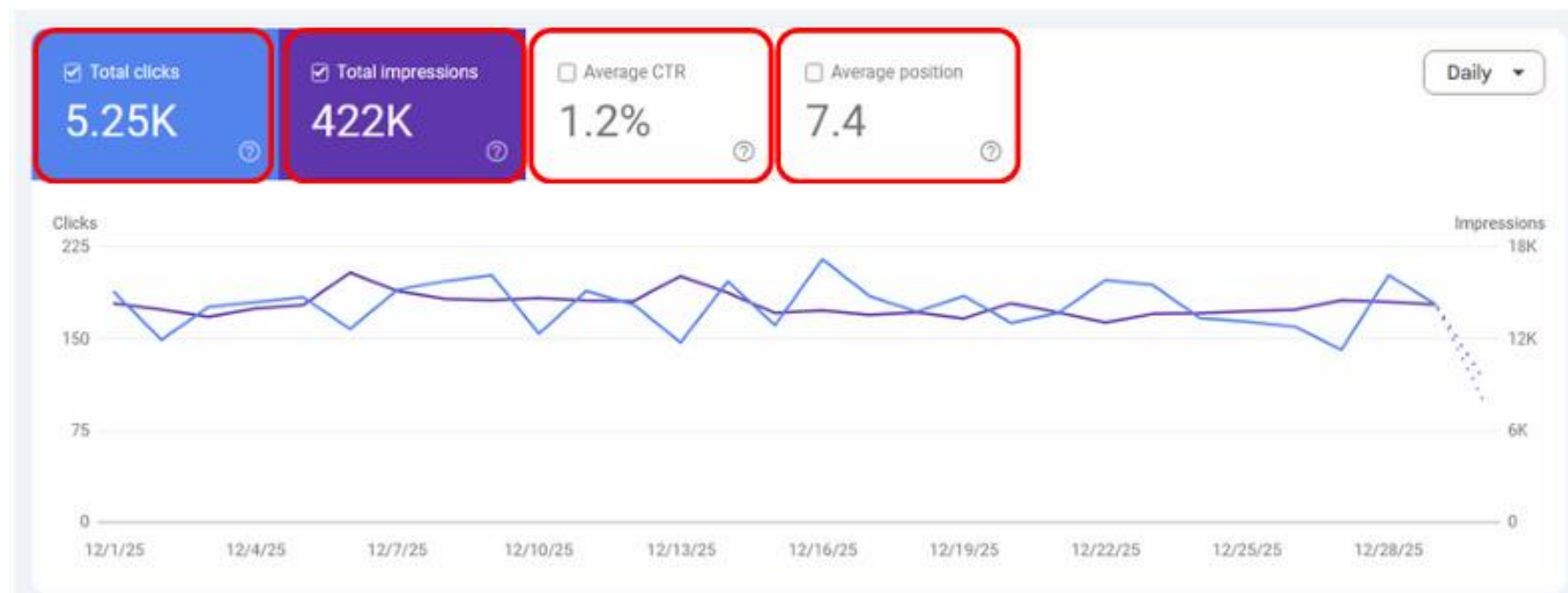


havintha.in →

SEO WORK



Havinthath.in



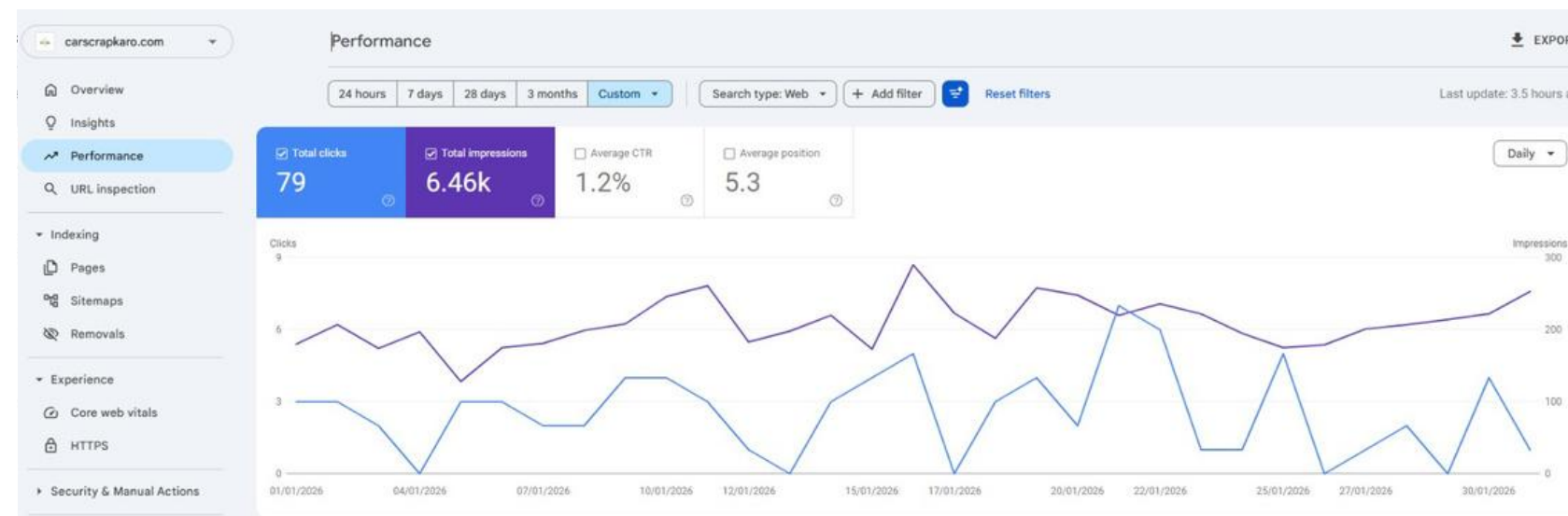
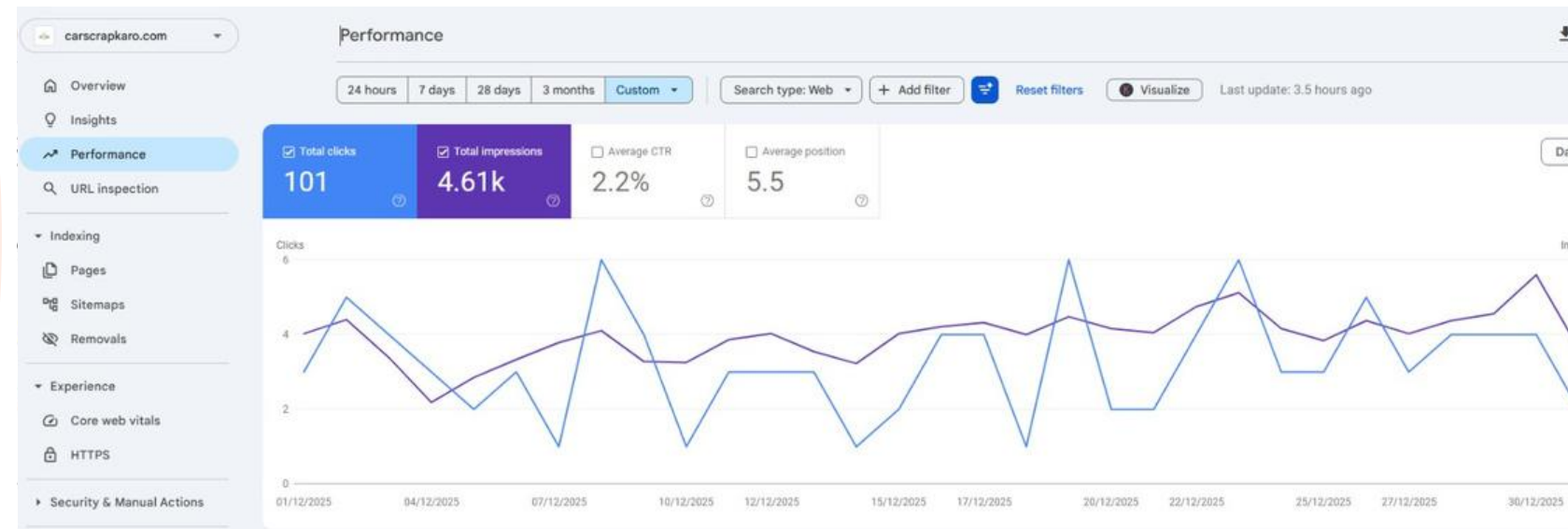
Executed data-driven SEO strategies that achieved 460K+ Google Search impressions and 6.54K+ organic clicks, maintaining an average first-page ranking position of 7.5. Focused on technical SEO, keyword optimization, and on-page improvements to strengthen organic visibility and drive consistent search traffic.

Organic Growth Case Study

1. 6.54K Organic Clicks
2. 460K Google Impressions
3. 1.4% CTR
4. Average Position: 7.5

SEO WORK

Carscrapkaro.com



Optimized the website's SEO to achieve 6.46K organic impressions, 79+ clicks, and an average Google ranking of 5.3, improving overall search visibility and keyword performance through data-driven SEO strategies.

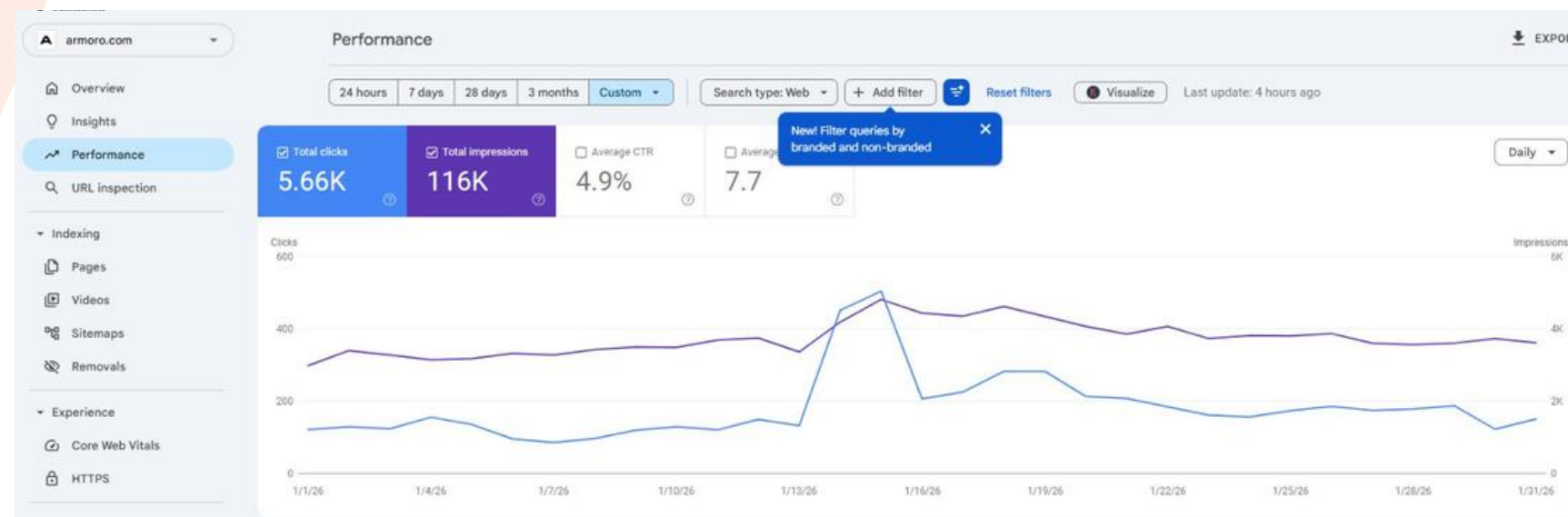
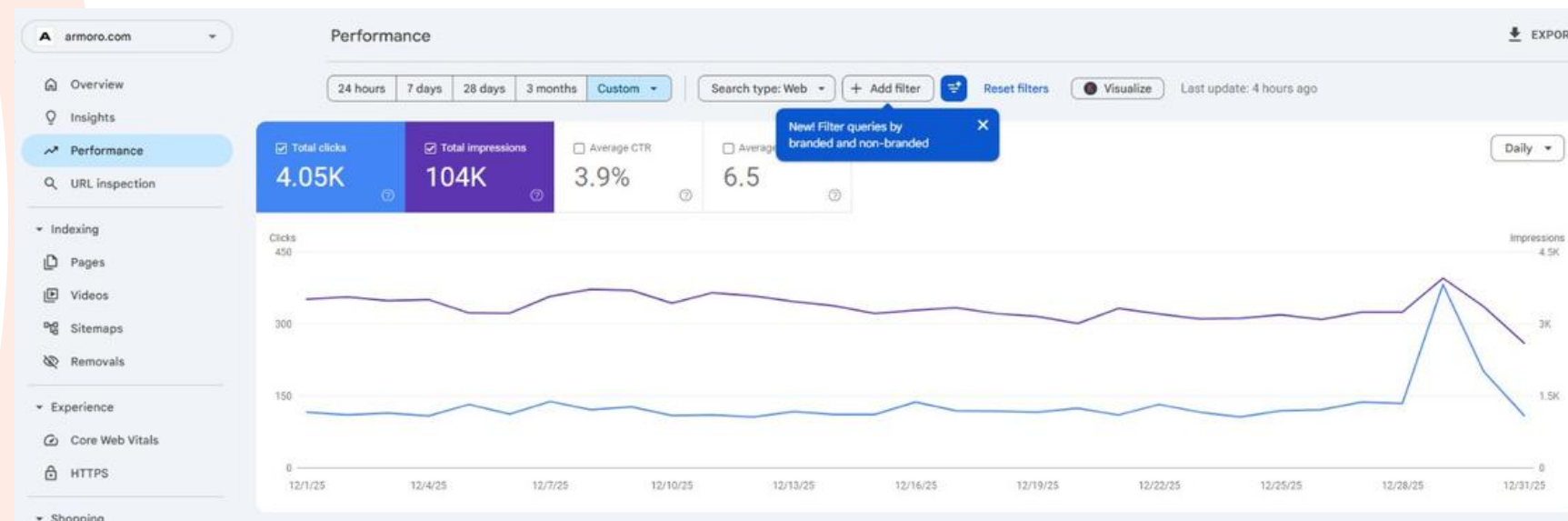
Organic Growth Case Study

1. 6.46K+ Organic Impressions
2. 101+ Organic Clicks (Best Month)
3. Google Avg. Position: 5.3
4. Top 5–6 Average Ranking
5. Improved Organic Search Visibility
6. Technical & On-Page SEO Optimization

SEO WORK

Armoro.com

ARMORO



Executed a comprehensive SEO strategy that increased organic visibility and user engagement. The website achieved 116K+ Google Search impressions, 5.66K+ organic clicks, and an impressive 4.9% CTR, demonstrating strong search performance through technical SEO, on-page optimization, keyword strategy, and continuous performance monitoring using Google Search Console.

Organic Growth Case Study

116K+ Google Search Impressions

5.66K+ Organic Clicks

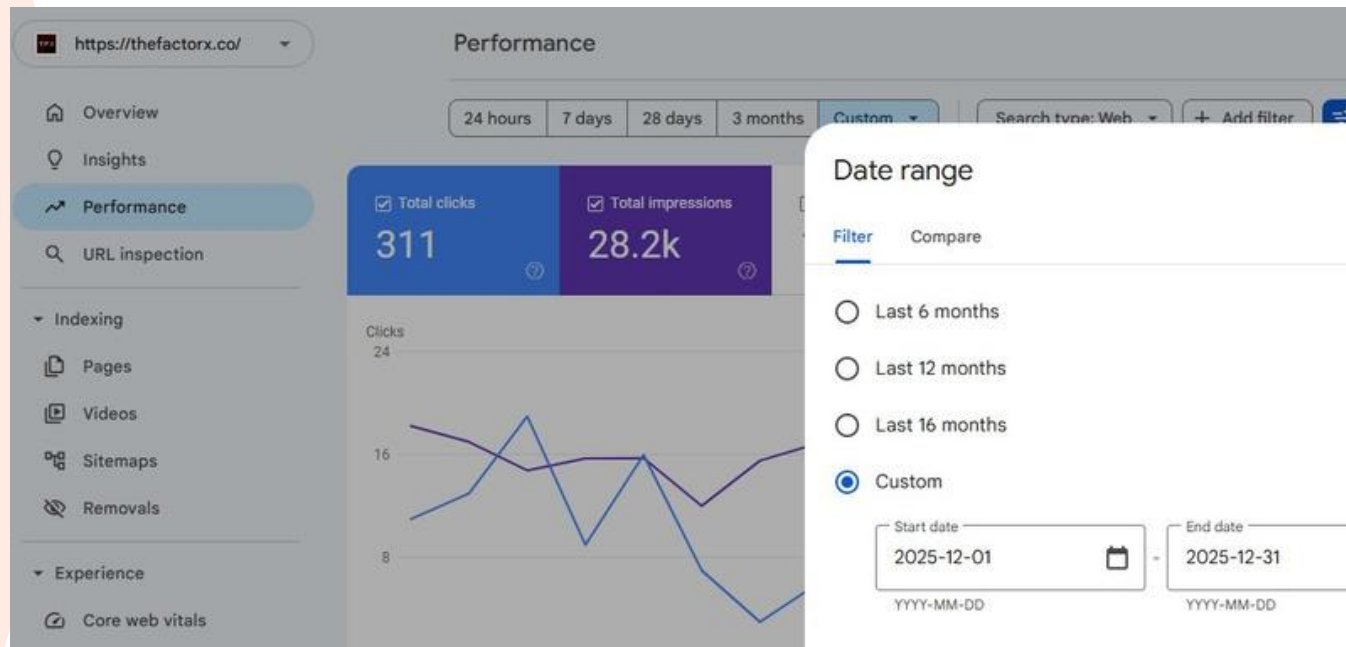
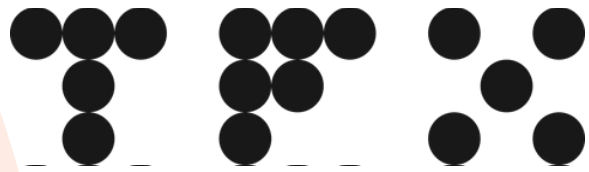
4.9% Click-Through Rate (CTR)

104K → 116K Search Visibility Growth

Technical SEO • On-Page SEO • Keyword Optimization •
Google Search Console

SEO WORK

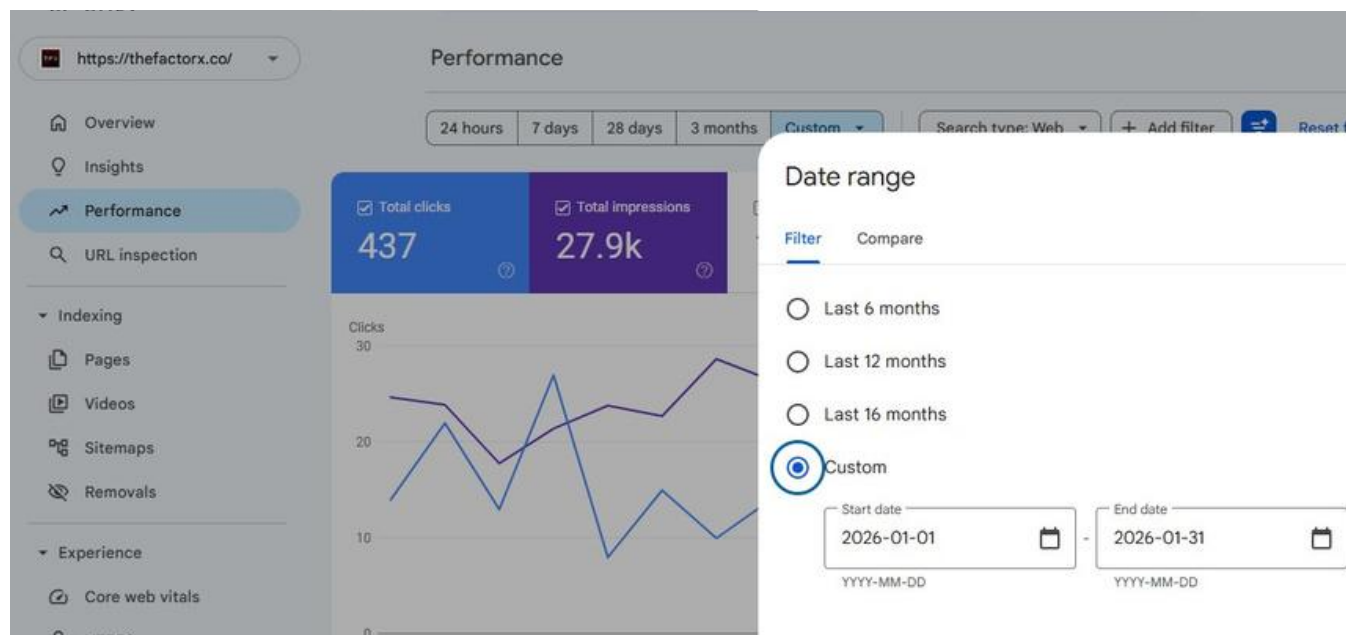
Thefactorx.com



Implemented a data-driven SEO strategy that increased organic clicks from 311 to 437 (over 40% growth) while maintaining nearly 28K Google Search impressions. The improvements were driven through technical SEO, on-page optimization, keyword strategy, and continuous performance monitoring using Google Search Console.

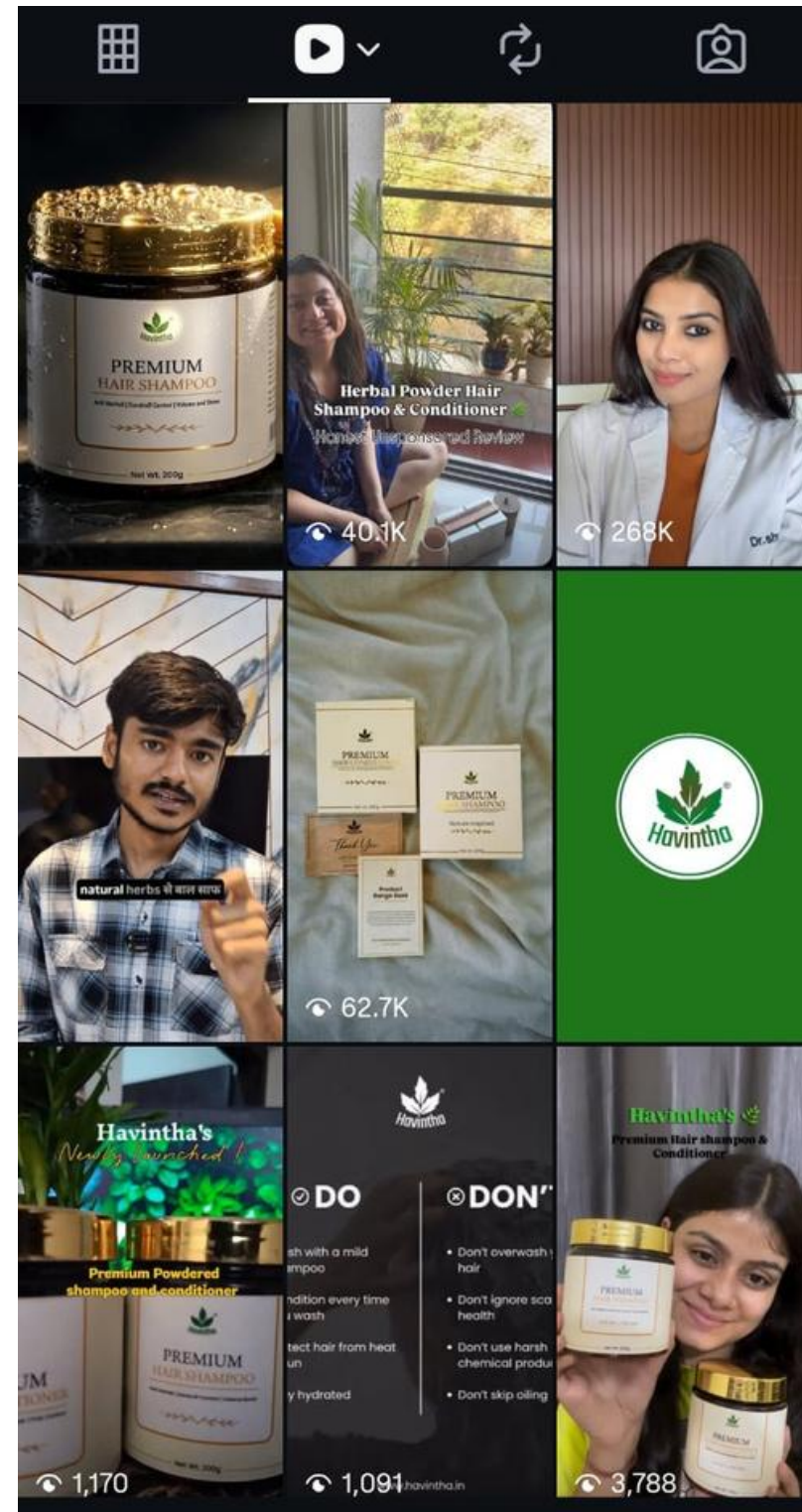
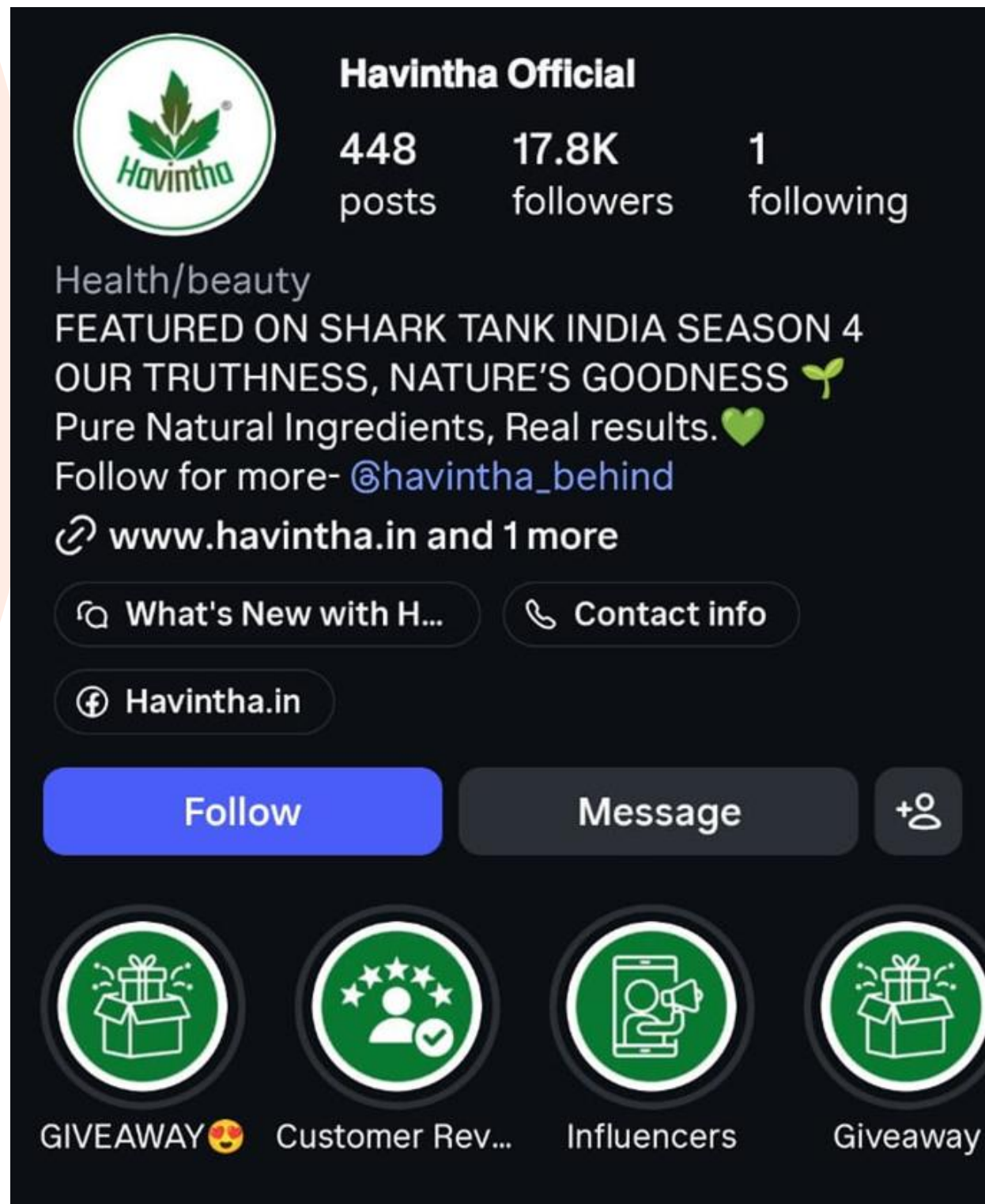
Top Ranking Keywords

1. best branding agency in indore
 2. top branding agencies in indore
 3. best branding company in indore
 4. top branding agencies in pune
 5. Top 10 Branding & Packaging Design Agencies in Mumbai
 6. Top 10 Branding & Packaging Design Agencies in bangalore
- ETC.



SOCIAL MEDIA WORK

Havintha.in

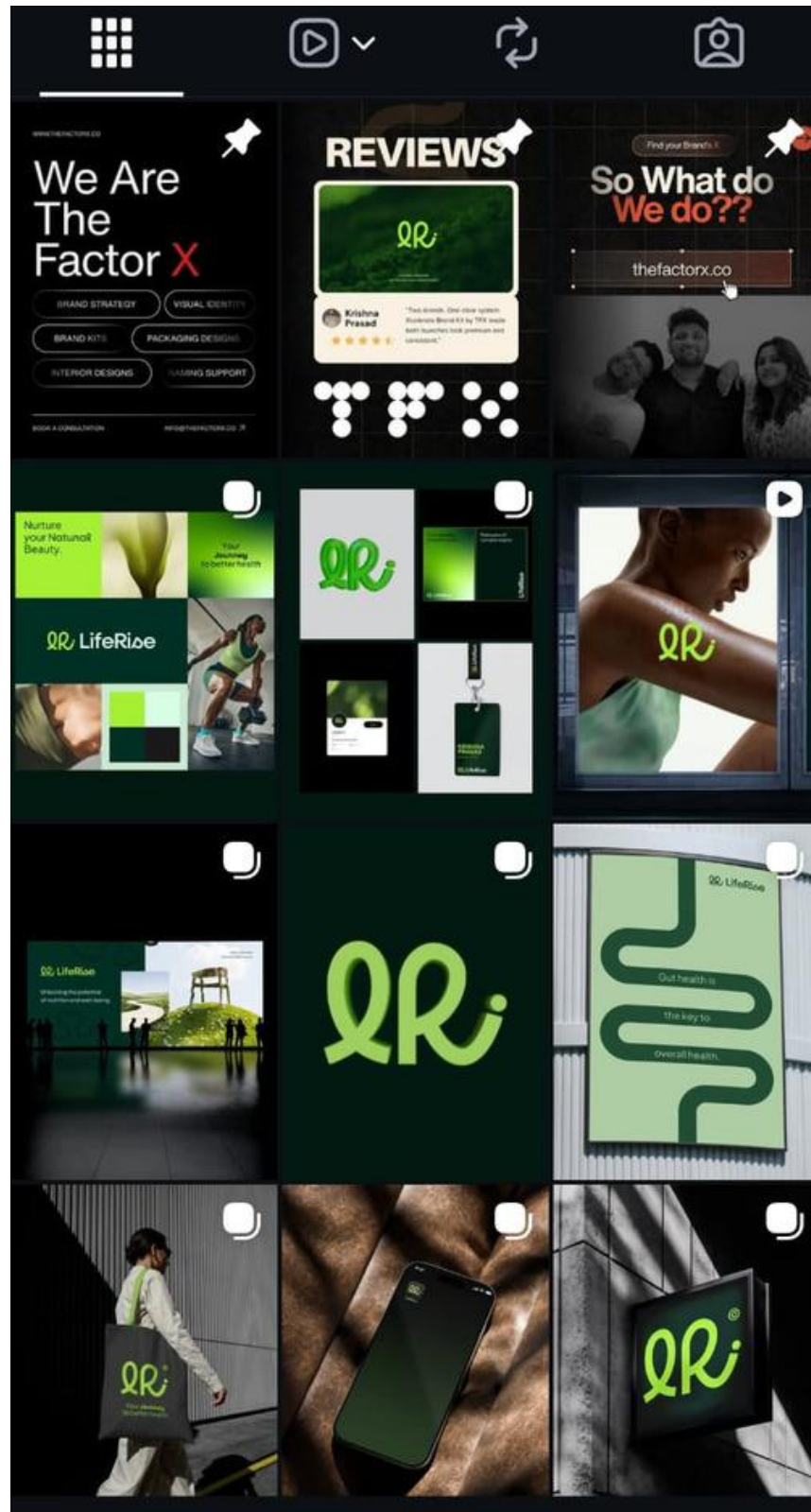
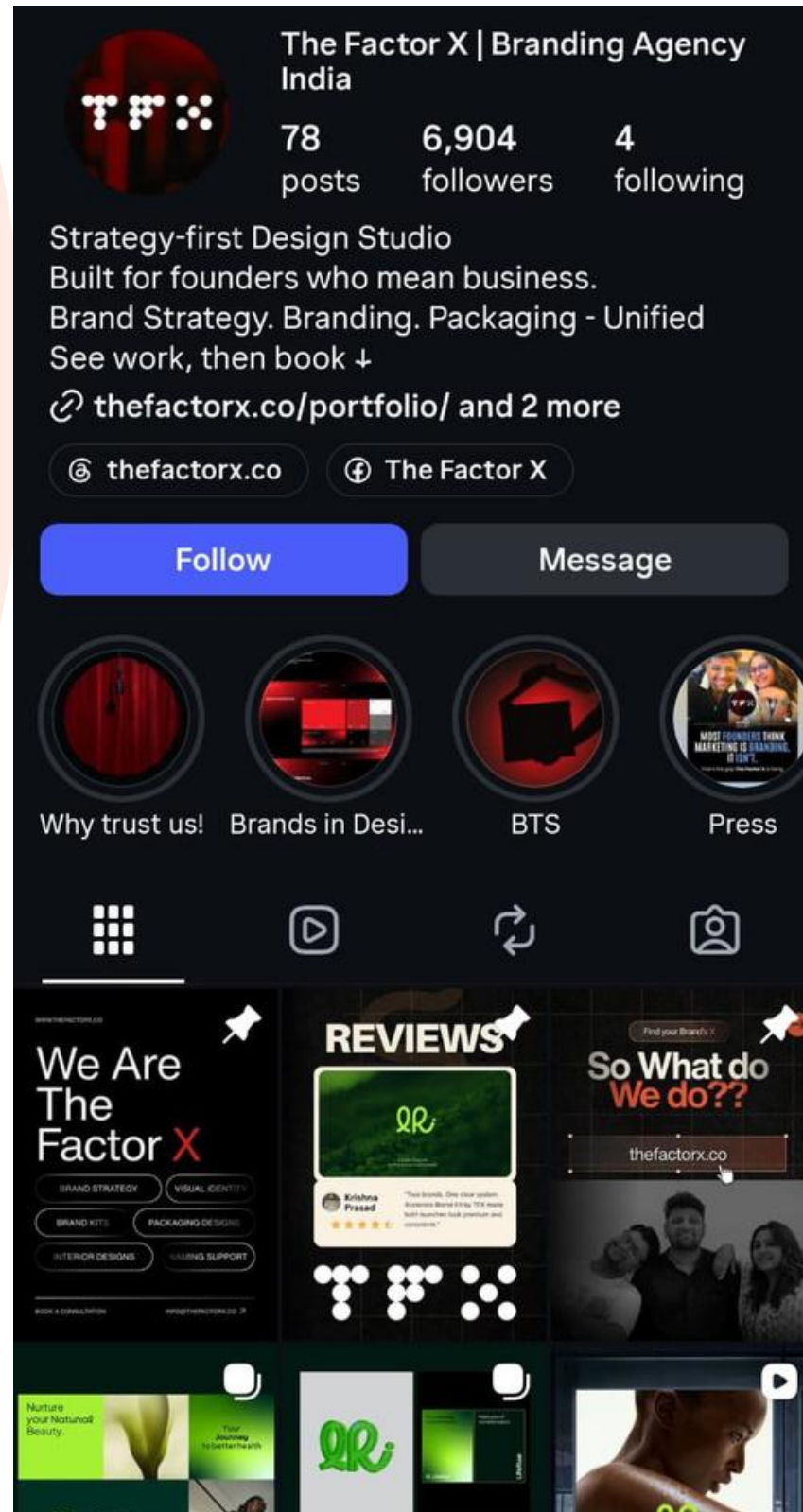


Managed the social media presence of Havintha, a verified Health & Beauty brand featured on Shark Tank India Season 4. Focused on content strategy, audience engagement, and brand visibility, contributing to the growth and management of an Instagram community with over 17.8K followers.

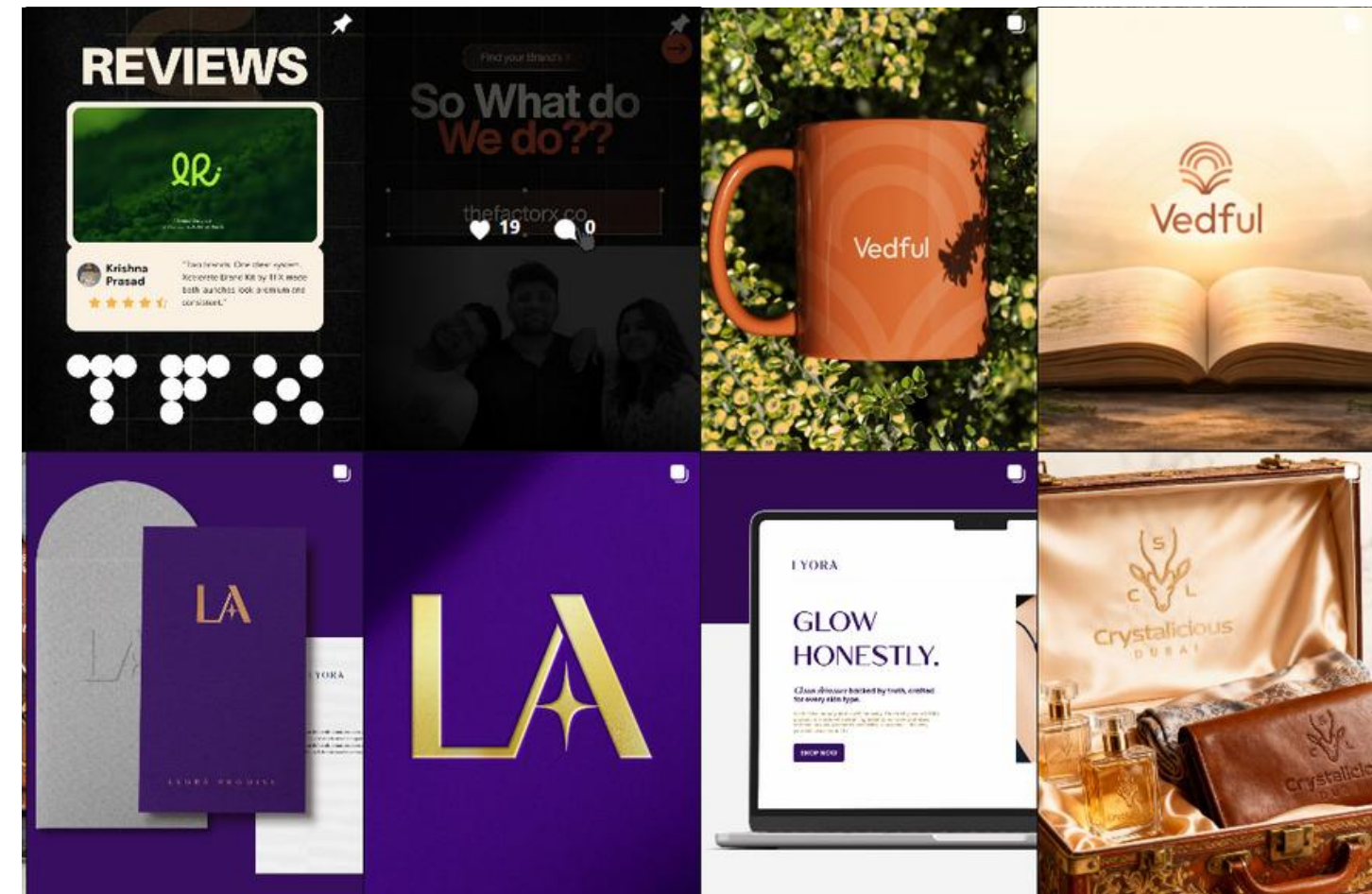


SOCIAL MEDIA WORK

The Factor X

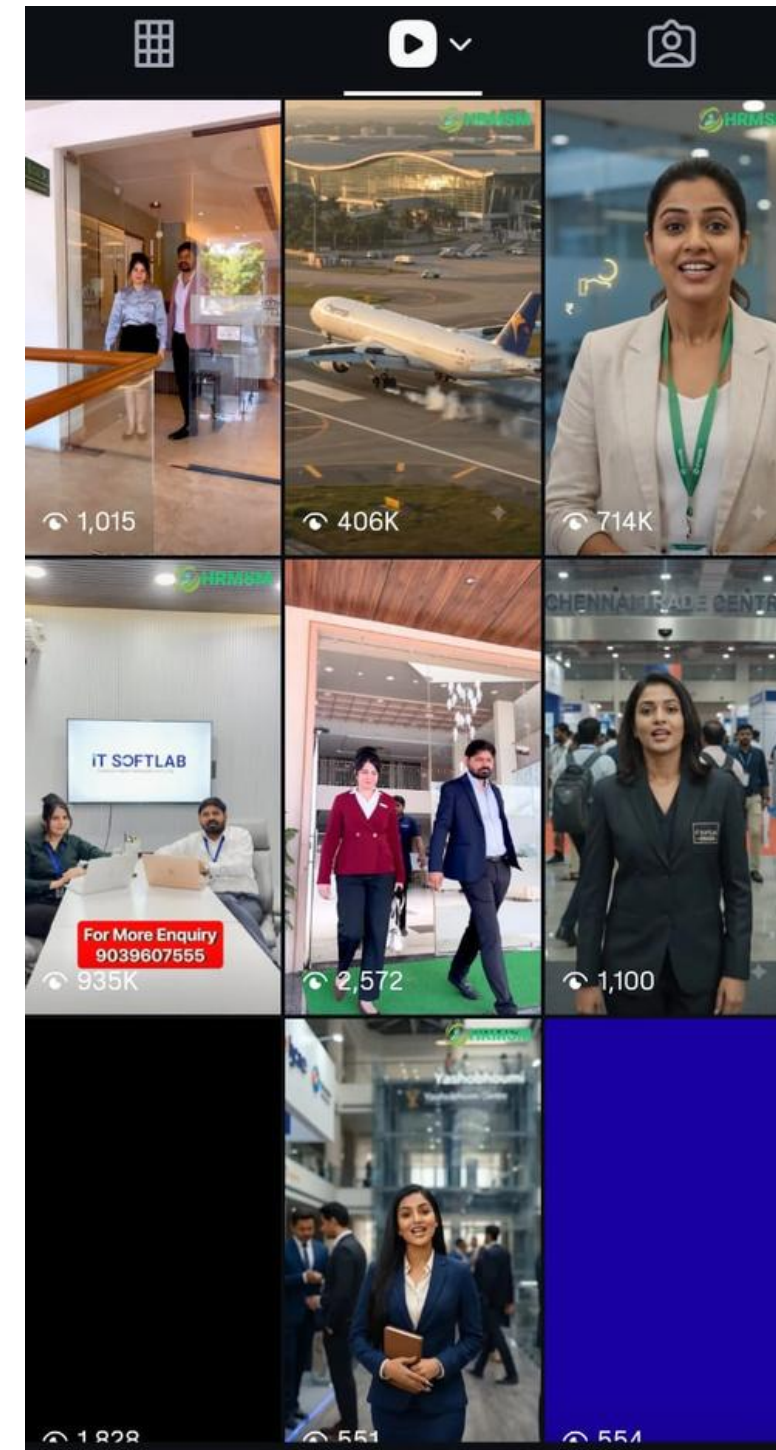
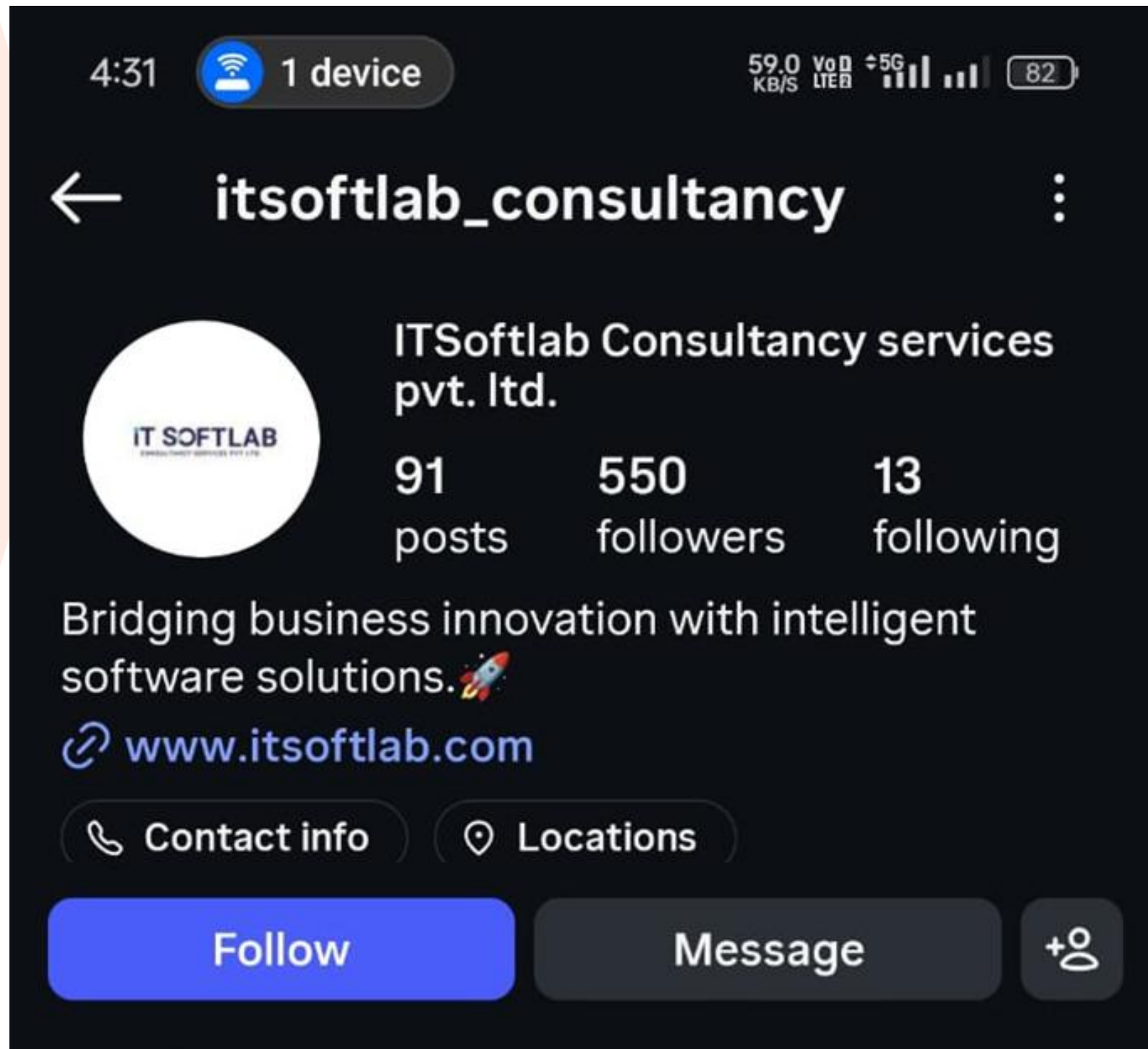


Brand: The Factor X – Branding Agency
6.9K+ Instagram Followers
Social Media Management
Content Strategy
Brand Positioning
Audience Engagement



SOCIAL MEDIA WORK

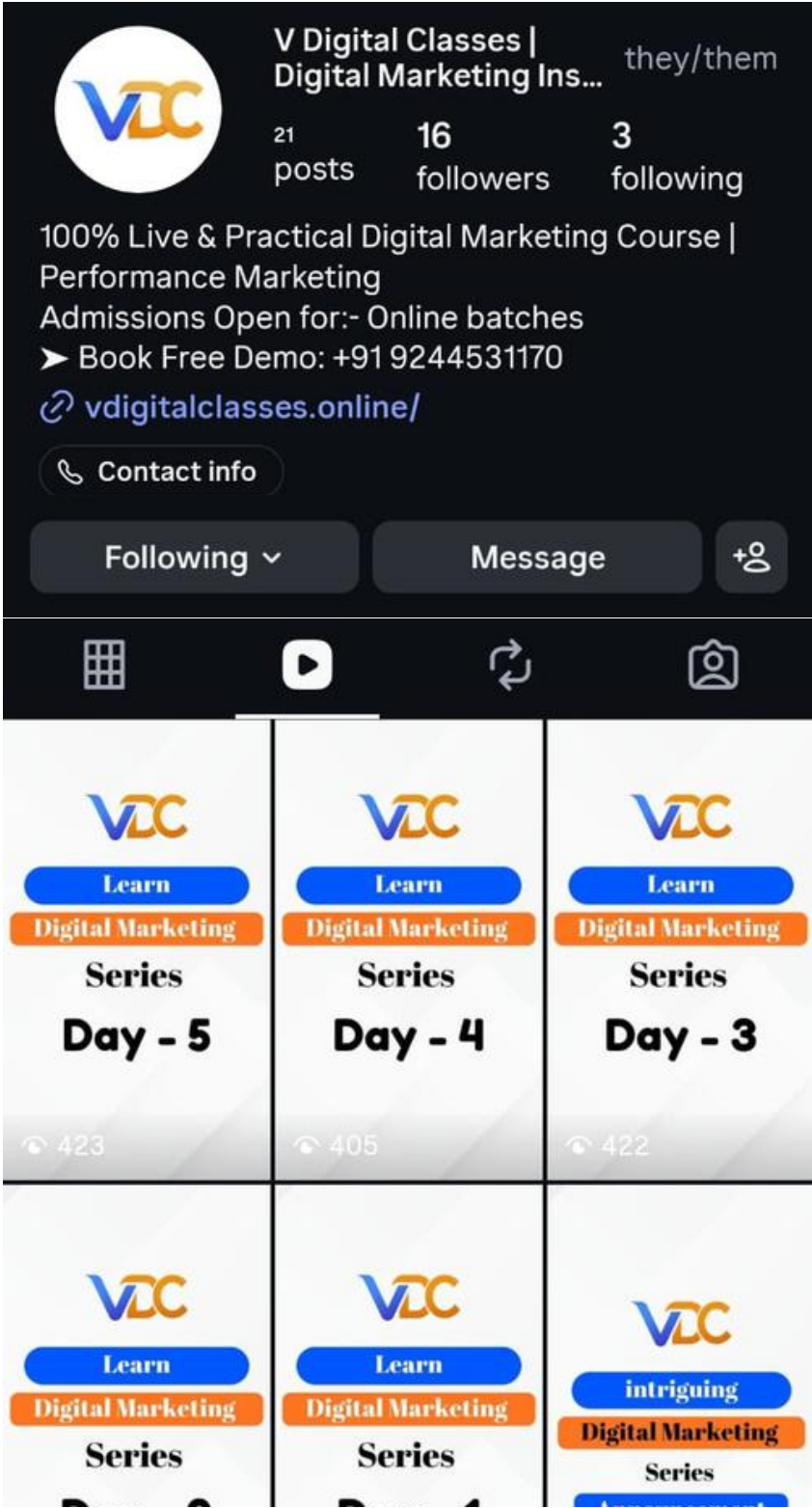
ItSoftLab Consultancy services Pvt. Ltd.



Managed the digital marketing strategy for ITSOFTLAB Consultancy Services by executing SEO, social media marketing, performance campaigns, and content marketing to enhance brand awareness, improve online engagement, and support business growth.

SOCIAL MEDIA WORK

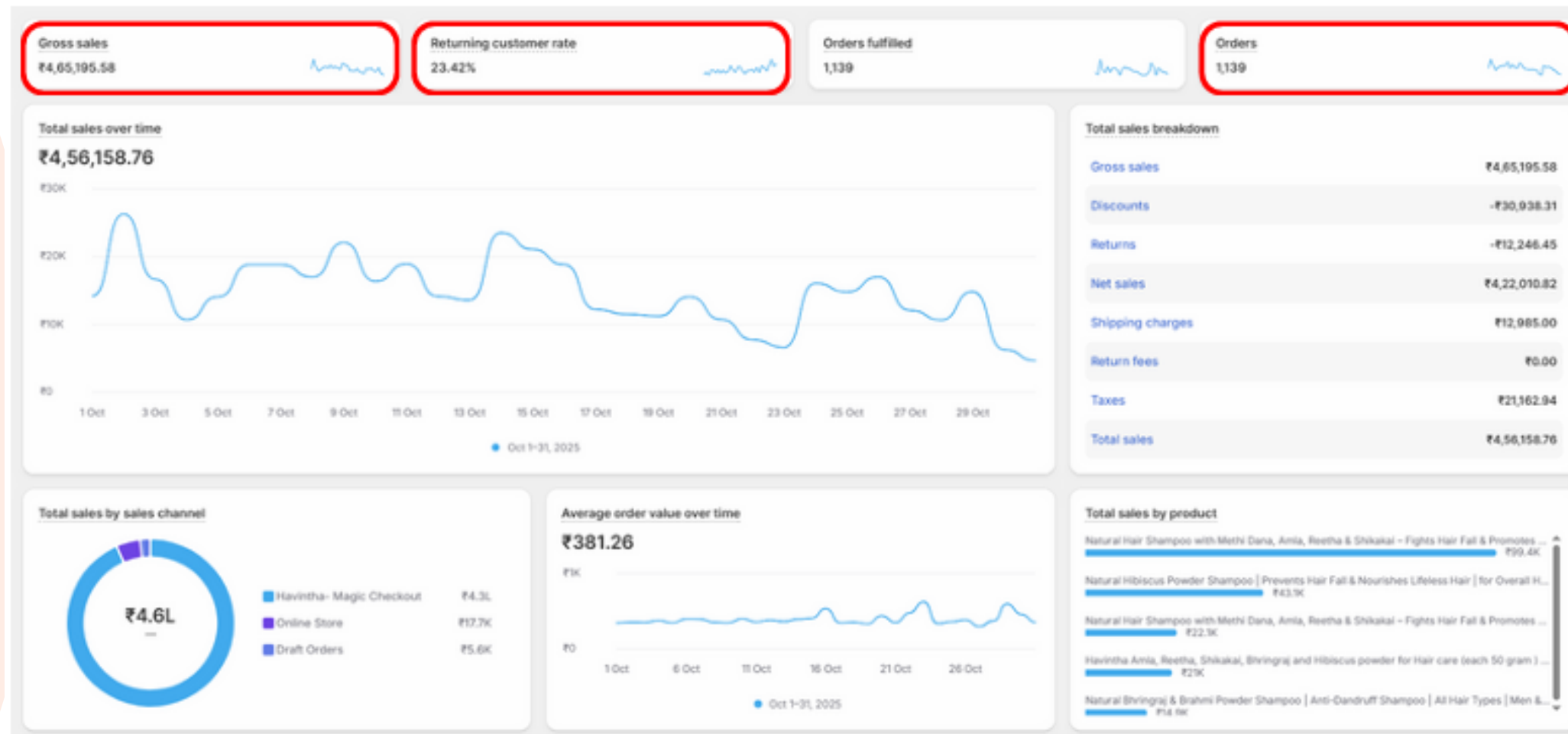
VDigitalclasses.online



Founded and managing the digital presence of V Digital Classes, a digital marketing training institute focused on delivering 100% live, practical, and industry-oriented education. Responsible for brand strategy, website development, content creation, social media management, and performance marketing to build a strong online presence.



META ADS WORK'S

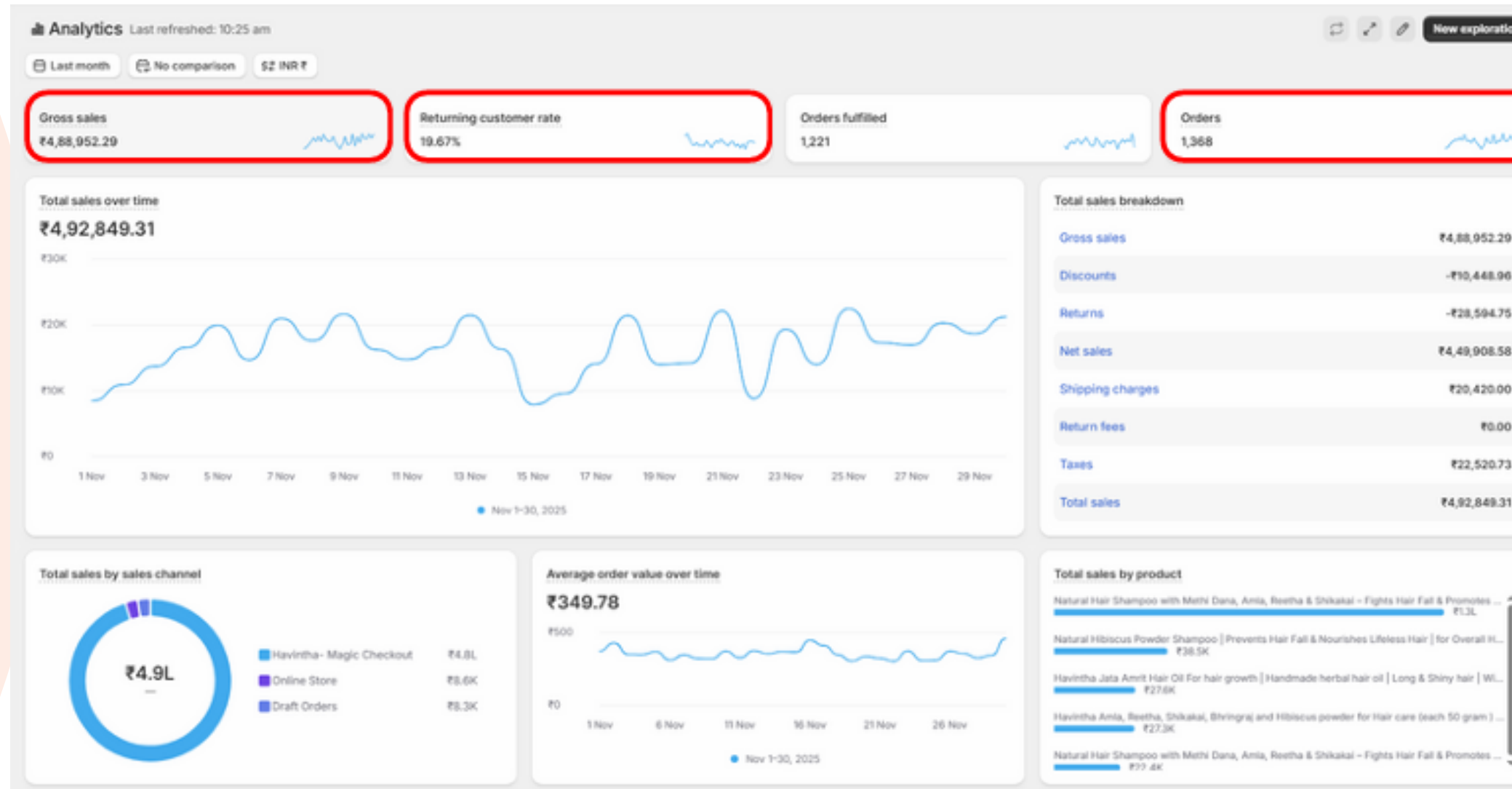


Meta Ads Performance Case Study

- ₹4.65 Cr+ Gross Sales
- 1,139 Orders
- 23.42% Returning Customers
- Platform: Meta Ads
- Objective: Sales & Revenue Growth

Managed Meta Ads campaigns for an e-commerce brand, contributing to revenue growth through performance-driven marketing strategies. The campaigns supported ₹4.65 Cr+ in gross sales, generated 1,139 orders, and maintained a 23.42% returning customer rate, with continuous optimization focused on maximizing ROAS and conversions.

META ADS WORK'S

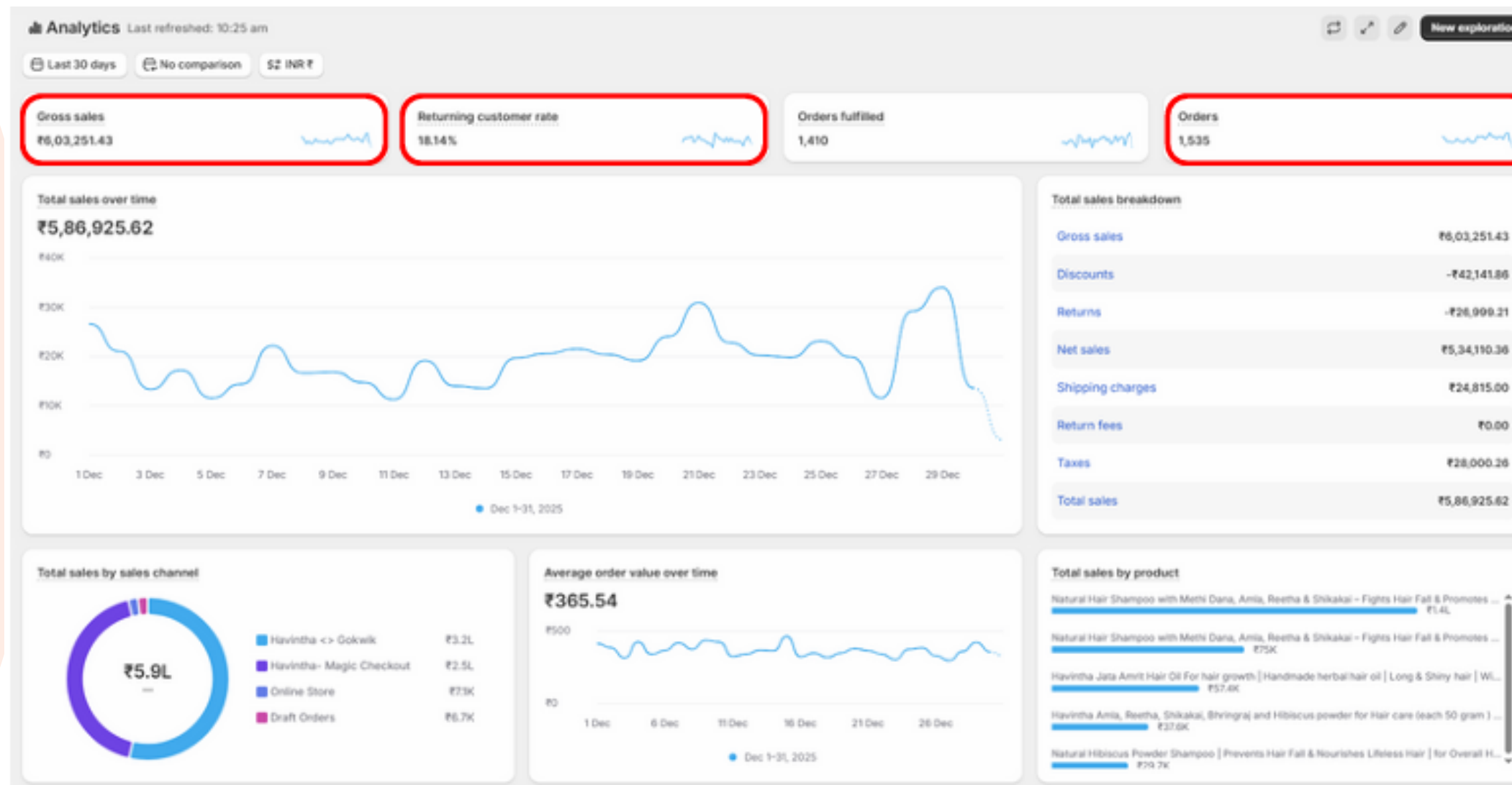


Meta Ads Performance & Revenue Growth

- ₹4.88 Cr+ Gross Sales
- 1,368 Orders
- 19.67% Returning Customers
- ₹349.78 Average Order Value
- Optimized Meta Ads Campaigns for Revenue Growth

Managed high-performing Meta Ads campaigns for an e-commerce brand, contributing to ₹4.88 Cr+ in gross sales and 1,368 completed orders. Leveraged audience targeting, creative optimization, and conversion-focused strategies to drive consistent revenue growth while maintaining a 19.67% returning customer rate.

META ADS WORK'S

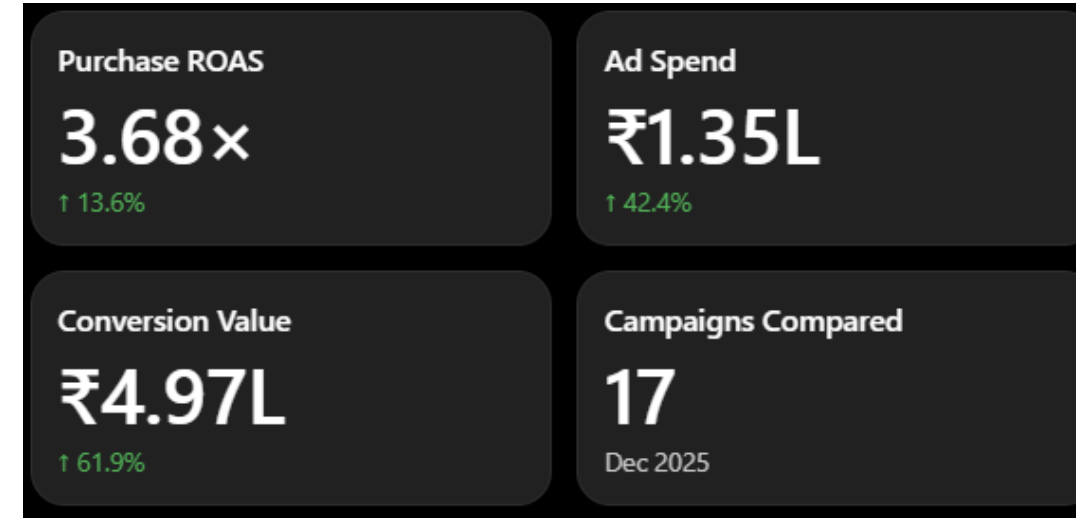
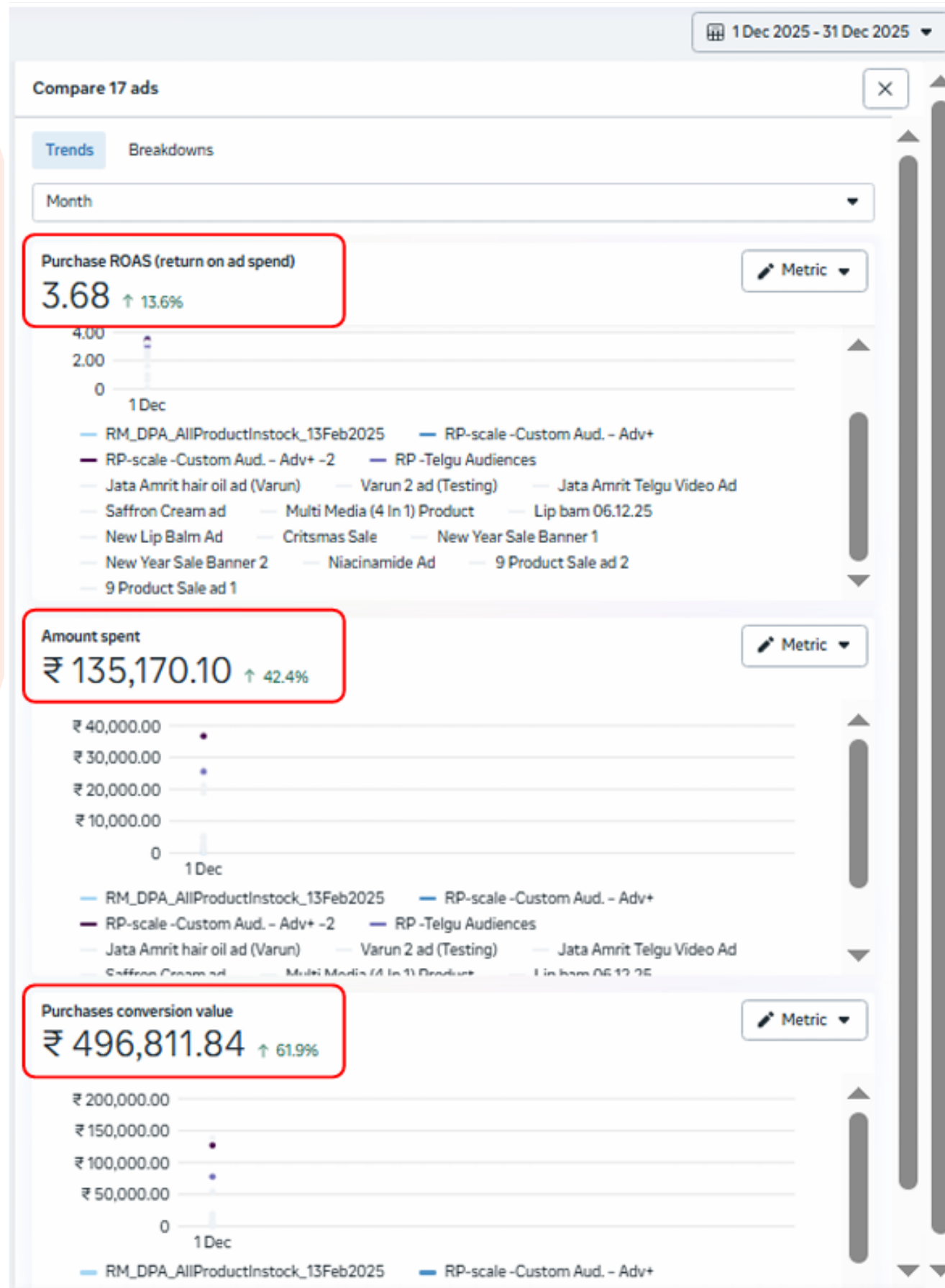


Meta Ads Performance & Revenue Growth

- ₹6.03 Cr+ Gross Sales
- 1,535 Orders Generated
- 18.14% Returning Customer Rate
- ₹365.54 Average Order Value
- Meta Ads & Performance Marketing
- Conversion Optimization • ROAS Focus • E-commerce Growth

Managed and optimized Meta Ads campaigns for an e-commerce brand, contributing to ₹6.03 Cr+ in gross sales and 1,535 completed orders. Implemented data-driven audience targeting, creative testing, and conversion optimization strategies to scale revenue while maintaining an 18.14% returning customer rate.

META ADS WORK'S



Managed and optimized Meta Ads campaigns for an e-commerce brand, generating ₹4.96L+ in purchase conversion value from an ad spend of ₹1.35L, achieving a strong 3.68X ROAS. Leveraged audience targeting, creative testing, and conversion optimization strategies to maximize revenue and improve campaign profitability.

Meta Ads Performance & Revenue Growth

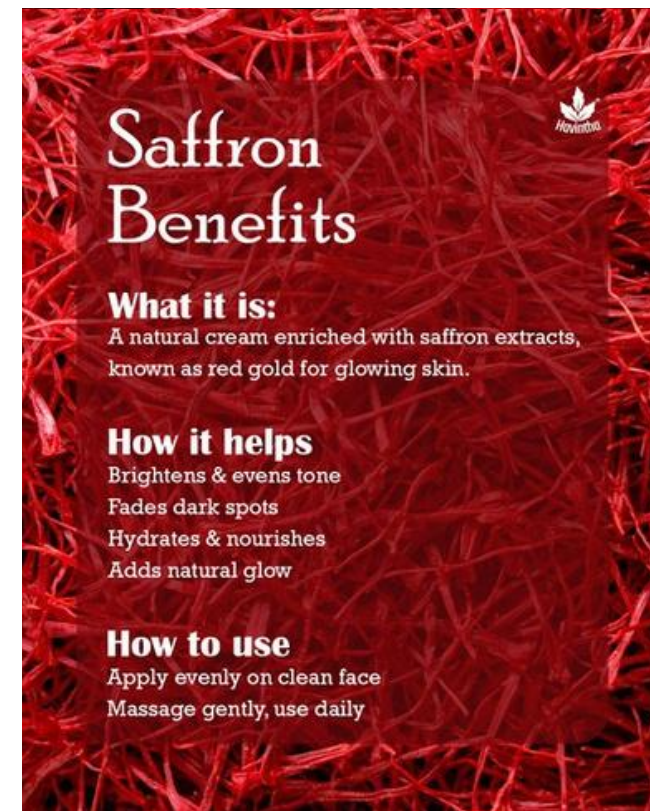
- Platform: Meta Ads (Facebook & Instagram)
- Ad Spend: ₹1,35,170
- Purchase Conversion Value: ₹4,96,811
- Purchase ROAS: 3.68X
- ROAS Growth: +13.6%
- Revenue Growth: +61.9%

GRAPHIC WORK

Website Banner



SOCIAL MEDIA GRAPHIC WORK



META ADS GRAPHIC WORK



Havintha's
INDEPENDENCE DAY
PRIDE SALE
 GET UPTO 30% OFF ON ALL THE PRODUCTS



**HAIR FALL ENDS,
 CONFIDENCE
 BEGINS!**

Made with 28 Herbs

Strengthens your roots

Nourishes your scalp

Visit Our Website:
www.havintha.in

GRAB YOUR 30% DISCOUNT NOW!



HAPPY HALLOWEEN
 SPECIAL OFFER
UP TO 15% OFF

Halloween Sale is Live



www.havintha.in

Havintha's
INDEPENDENCE DAY
PRIDE SALE
 UPTO **30% OFF**
 on all the products

HELPS
GET HEALTHY SKIN
 IN JUST 8 WEEKS



HAPPY HALLOWEEN
 SPECIAL OFFER
UP TO 15% OFF



Havintha
Diwali Sale
 Brighten moments with Havintha

25% OFF | **BIG SALE DISCOUNT**



VDC

Welcome to V Digital Classes

Digital Marketing & Skills Development Classes

100% PRACTICAL & LIVE CLASS
Learn Digital Marketing Course in just 3+1 month

- Experienced Faculty
- Live practical training
- Real project portfolio
- Placement support

BOOK DEMO CLASS

+91-7389000863 www.vdigitalclasses.online



Webtech Marketing

HAPPY HOLI

Wishing you and your loved ones a joyous and colorful Holi celebration. May this festival bring you happiness, peace, and prosperity.

www.webtechmarketing.in



VDC

Advanced DIGITAL MARKETING

Beginner Friendly | Live Practical Classes | Certificate + Projects

- Website Designing
- Search Engine Optimization
- Social Media Management
- Paid Ads (Google & Meta)
- Content Marketing
- 35+ Tools & Ai Tools

Free Demo
100% LIVE & PRACTICAL CLASSES

CALL FOR MORE INFORMATION +91-9244531170 VISIT OUR WEBSITE WWW.VDIGITALCLASSES.ONLINE



VDC

LEARN DIGITAL MARKETING

100% PRACTICAL & LIVE CLASS

WHAT WILL YOU LEARN?

- Website Designing
- Search Engine optimization
- Paid Advertisement
- Performance Tracking
- Social Media Management

Our Digital Marketing Course empowers you with industry-ready skills through practical training, live projects, and performance-driven strategies that deliver real results.

[OUR WEBSITE](http://www.vdigitalclasses.online) [Vdigitalclasses.online](http://www.vdigitalclasses.online) **BOOK DEMO CLASS NOW** **CALL US** +91-7389000863



Freshness. Festive. Fabulous

Sale Is Live

BUY2 GET1 FREE

Use Code : B2G1

T&C* - Add 3 products in your cart and Get 1 of them FREE



Havintha

HAPPY Holi Sale Live

BUY2 GET1 FREE

Use Code

T&C* - A



www.havintha.com

GRAPHIC FOR PRINTING

CONGRATULATIONS

You have won voucher worth

₹ 500/-

INDORE MANAGEMENT ASSOCIATION

La Pino'z Pizzeria

WOMEN BRAND

CONGRATULATIONS

You have won voucher worth

₹ 100/-

INDORE MANAGEMENT ASSOCIATION

La Pino'z Pizzeria

WOMEN BRAND

Terms & Condition

- Valid upto 10th may 2025
- Any of the 4 mentioned LA Pinoz Pizzeria Outlets
- Cannot be encashed with Cash
- Cannot be used on other prices, Classic, Category and Beverages
- T.C. Apply.

La Pino'z

G3 Tulsi Tower
Geeta Bhawan Square
OPP. Ranjeet Hanuman Temple
OPP. C-21 Mall A.B. Road
Scheme No. 140
Indore, 77720 55560

Terms & Condition

- Valid upto 10th may 2025
- Any of the 4 mentioned LA Pinoz Pizzeria Outlets
- Cannot be encashed with Cash
- Cannot be used on other prices, Classic, Category and Beverages
- T.C. Apply.

La Pino'z

G3 Tulsi Tower
Geeta Bhawan Square
OPP. Ranjeet Hanuman Temple
OPP. C-21 Mall A.B. Road
Scheme No. 140
Indore, 77720 55560

SHRIRAM
Life Insurance
YOUR PARTNER FOR PROSPERITY

December

An Exclusive Contest for SO/BA/ESO/EBA (Self Code only)

Contest is on WAPE & can be achieved by Multiple policies login between 1st Dec24 to 31st Dec24 & Issuance till 5th Jan 2025

Contest Criteria

WAPE	Reward	WAPE	Reward	WAPE	Reward
50000	1500	100000	4000	150000	7500
75000	2500			200000	12500

WAPE ₹ 350000
2N & 3D National Scenic location for 1

WAPE ₹ 600000
2N & 3D National Scenic location for 2

Product Weightage

Traditional	15 PPT & Above	125%
Traditional	12 PPT & Above	110%
Traditional	10 PPT & Above	100%
Traditional	below 10 PPT	30%
ULIP	10 PPT & above	40%
ULIP	below 10 PPT	6%

WAPE ₹ 150000
TVS EV Scooty iQube S 3.4 kwh*
*Ex-showroom price

WAPE ₹ 200000
Royal Enfield Metero350*
*Ex-showroom price

Things to Remember

SO/BA Who Have missed 5 Lakh WAPE in October & November Contest can also be eligible for OND drive

*For more details please refer to Contest PPT

INDORE MANAGEMENT ASSOCIATION

Invitation

An Evening of Harmony & Heritage

Step into a world of timeless tradition and vibrant culture as we celebrate the essence of harmony and heritage.

Join us for a special Post-Conclave Dinner, an evening filled with mesmerizing performance, captivating stories and meaningful connections that bring us closer together.

07 PM ONWORDS **20th MARCH**

Followed by Dinner

Your presence will make this occasion even more special. We look forward to sharing this memorable evening with you.

RSVP
Mr. Jagwant Singh Mangat,
Team IMA

SHRIRAM
Life Insurance
YOUR PARTNER FOR PROSPERITY

An Exclusive Contest on **Golden Jubilee Plan**
Login & issuance between 1st to 31st March

Shubharambh
contest is for Senior Dealers/Dealers/ Junior Dealers

Reward Slab

APE 1000000
Bangkok
Best Things To Do
Bangkok 2N /3D

APE 500000
GOA
Goa 2N/3D

Weightage

	Regular	100%
APE 200000	Single	10%

T&C Apply

NOTE : Contest disbursement will be on collected premium.

THANKYOU FOR VISIT PORTFOLIO



Pankaj_varun001



linkedin.com/in/digital-varun/



7389000863

2 0 2 6

