

SACHIN KUMAR

Performance Marketing Lead | Growth Architect & Automation Specialist

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ABOUT ME

Performance Marketing Lead and Growth Architect managing \$12,000+ monthly ad spend at a consistent 4x ROAS. I build the full stack behind client growth from Meta campaigns and server-side CAPI tracking to automated CRM workflows, MERN-based web platforms, and outbound lead engines. I treat growth as a systems engineering problem, delivering scalable ROI for Fintech, E-commerce, and D2C brands without adding operational overhead.

SKILLS

Growth & Performance	Meta Ads (High Volume), Google Ads
Automation & Workflows	n8n, Zapier, Make.com, Pabbly, Webhooks, WhatsApp Flows
Web Development	MERN Stack, Next.js, WordPress, WooCommerce, Supabase, REST APIs
Data & Analytics	GA4, Pixel Health Management, Conversion API Setup, Tracking/S2S Integration

EXPERIENCE

Performance Marketing Lead | IDOCK (2024 – Present)

 [IDOCK](#)

- Engineered an automated outbound engine sending 1,000+ targeted outreach messages daily
- successfully closing and onboarding 4 high-ticket retainer clients.
- Consistently delivered a 3x–4x ROAS for client portfolios through data-driven media buying and (CRO).
- Developed proprietary internal tools for lead qualification and automated reporting, reducing manual operational overhead by 70%

Technical Growth Lead | Two Sapiens (D2C Brand) (Feb 2024 - oct 2025)

 [Two Sapiens](#)

- Engineered a cloud-integrated e-commerce engine from scratch, leveraging Google Cloud to automate lead capture and real-time data sync.
- Secured high-ticket B2B deals with **TATA, Amazon, Indian navy** and **TCS** through automated lead-gen system
- Integrated full-funnel Meta/Google ads, maintaining a 3x ROAS on all promotional spend.

Full-Stack Growth Marketer — The Arbours (D2C Brand) 2025 · Client Project

 [The Arbours](#)

- Designed and built the brand website from scratch, covering UI, booking flow, and CRM integration
- Generated 200+ qualified leads/month via a B2B/B2C Meta funnel at 3x–4x ROAS.
- Secured 8+ high-ticket orders within 30 days of launch via CRM-integrated booking platform.
- Deployed WhatsApp + Email automation maintaining a 70% lead-to-call conversion rate.
- Grew local search visibility through SEO and social strategy for the Delhi NCR market.

PROJECTS

Live Performance Engines (Client Facing)

 [Mithi Cravings](#)

Methicravings | Express India — Engineered end-to-end e-commerce and B2B hubs from scratch. Optimized for "Zero-Cost" infrastructure, saving clients \$500+/month while maintaining a 3x–4x ROAS.  [Express India](#)

IDOCK Messaging Engine

Engineered a custom messaging automation tool capable of 1,000+ targeted outreach messages daily across WhatsApp

LeadScraper-AI

Custom-built high-speed scraper extracting 5,000+ data points in 20 minutes from Google Maps, operating without standard rate-limit restrictions.

CERTIFICATION

- [Digital Marketing – HubSpot Academy \(2024\).](#)
- [Google Analytics – Google Skillshop \(2024\).](#)
- [Digital Marketing Masterclass – Udemy \(2023\).](#)
- [AI Automation](#)

EDUCATION

Bachelor of Technology – Artificial Intelligence & Data Science
IIMT College of Engineering, Greater Noida