

## Piyush Kumar

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### PROJECTS UNDER MARKETING LAUNCHPAD PROGRAM

Feb 2025 - Present

#### Ran Meta Ads To Drive Traffic To Unleavables.com

*Unleavables is a Shopify-hosted D2C custom print apparel store that targets Pet Lovers, Coffee Enthusiasts, Travel Heads, etc.*

- Boosted clicks by **46.5%** in the Meta Ads campaign for Unleavables delivered **586** clicks vs. **400** planned by using visually engaging AI-generated creatives that resonated better with the target audience
- Doubled CTR to **3.06% (104% more)** compared to planned **1.5%** and reduced CPC by **34.5%**, from **₹2.00** to **₹1.31** attracting higher-quality traffic while lowering acquisition cost

#### Ran Google Ads To Drive Traffic To Unleavables.com

- Exceeded planned conversion goal (LPV) by **57.14%** from **80** to **140** in the Google Ads campaign for Cat Lovers Delhi NCR while boosting Clicks to **168** (up from the planned **100**), indicating high ad relevance and effective audience targeting
- Reduced CPA by **50%**, lowering it from **₹10** to **₹5** driven by continuous performance optimization and ad refinement

#### Ran Amazon Ads To Drive Visibility For Swiftie India

*Swiftie India is an eCom brand offering Taylor Swift-themed merchandise made specially for Indian fans.*

- Drove **14,409** impressions and **176** clicks, driving visibility for Swiftie India through optimized targeting, Maintaining a CTR of **1.22%**, demonstrating consistent audience engagement via effective ad placement

#### Implemented Targeted SEO Strategy for Unleavables.com to Drive Organic Traffic Growth

- Executed a comprehensive SEO strategy focusing on keyword research, on-page optimization, and technical analysis, with a projected **15-20%** increase in organic traffic based on targeted efforts
- Identified backlink opportunities from high-authority websites to enhance domain credibility and improve search ranking

**Tools Used:** Google Keyword Planner, Facebook Business Manager, Microsoft Excel, Microsoft Powerpoint, Screaming Frog, Semrush, Moz, Google Search Console, Google Analytics, ChatGPT, Canva

### EDUCATION

Year	Degree	Institute
2025	Marketing Launchpad Program	Kraftshala
2024 - 27	Bachelor of Arts (Economics)	IGNOU, Delhi
2021 - 23	12th Grade State Board	S.G.D.M College, Patna
2020 - 21	10th Grade CBSE	Park Mount Public School, Patna

### PROJECT

#### Genzhive.com - Digital Marketing Blog, Tools & Portfolio

May 2025 - Present

- Built a digital marketing blog and portfolio using WordPress, Elementor, and **Mailchimp**, featuring **2** free tools and a newsletter, demonstrating content creation, user engagement, and marketing automation skills
- Integrated **Google Analytics** and **Meta Pixel** to track user behavior, following best practices to prepare the site for future performance marketing campaigns, [View site](#)

### CERTIFICATIONS

AI-Powered Performance Ads Certification, Skillshop	Jul 2025
Google Analytics Certification, Skillshop	Jul 2025
Conversion Optimization Certification, Skillshop	Jun 2025
Google Ads Search Certification, Skillshop	Jun 2025

### EXTRACURRICULARS

#### Open Source Contributor, Hacktoberfest, DigitalOcean/GitHub, Remote

Oct 2022

- Contributed to **4+** open-source projects, implementing best practices, optimising code, and adding new features using JavaScript, Python, and other web technologies
- Earned official recognition **twice** for contributions to repositories, demonstrating skills such as **teamwork** and problem-solving

#### Finalist, CodeFest by Thapa Technical (YouTuber), Remote

Jul 2022

- Secured a top **10** rank out of **100+** participants in a timed coding challenge, demonstrating **problem-solving** skills and coding efficiency
- Developed a landing page for a course-selling platform using Next.js, focusing on performance, scalability, and best coding practices

### ADDITIONAL EXPERIENCE

#### Volunteer, Ganga Ghat Cleanup Drive, Patna

Mar 2022 - May 2022

- Participated in plastic cleanup efforts, helping maintain a **cleaner environment**, promoting **eco-friendly** practices, and encouraging locals to reduce plastic waste