

DIPANJAN ROY

Performance Marketing | Meta Ads & Funnels | CRM & AI Marketing Automation

India (Remote) • sankuofficial2@gmail.com

Live case study: milanyog.in

PROFILE

Hands-on performance marketer with 30+ Meta campaigns since 2023, judged on verified revenue, not platform numbers. I handle the full funnel: campaign, landing page, checkout and CRM follow-up, and with a cloud engineering background (TCS) I set up pixels, events and automations myself. Looking to run paid media at scale for a growing brand.

SELECTED RESULTS

- **Meta Ads** — 30+ campaigns since 2023: 774K impressions and 11.6K clicks at ₹3.24 average CPC.
- **MilanYog (D2C)** — 71 paid orders from 63 buyers in the first six weeks after launch, every order matched to Razorpay. Revenue was 2.2x Meta ad spend; 2.18% CTR.
- **Tracking** — found Pixel double-counting and test orders marked as paid by checking against Razorpay; I count captured payments only.

EXPERIENCE

Performance Marketer — Independent Projects (part-time)

2023 – Present

Remote, India • D2C campaigns: MilanYog (astrology app) and e-commerce products

- Planned, launched and optimised Meta campaigns across Sales, Leads, Engagement and Click-to-WhatsApp objectives: audience testing, creative testing, budget pacing and ad-set restructuring based on cost per purchase.
- MilanYog: built the full funnel end to end — Meta ads → animated landing page with an A/B variant → free first answer → Razorpay checkout. Designed a 4-tier offer ladder (₹49 order bump to ₹499 premium); 31% of orders chose the top tier.
- SEO in English, Hindi and Bengali from Keyword Planner data: 43 pages with hreflang and schema, plus 6 free calculators that pass the visitor's birth details into the paid app.

AI Automation & Lead Generation — Part-time Gig

2025 – Present

Remote • B2B AI services for small businesses (clinics, gyms, salons, local services)

- Developed AI agents that audit a prospect's website and deliver a branded 7–12 page report on WhatsApp and email, used as a free lead magnet.
- Developed an AI voice agent that calls new leads within 15 minutes and sends an automatic WhatsApp recap; four WhatsApp templates approved by Meta.
- Prospecting: 640 local-business leads (London, Toronto, Sydney, Dubai) via Google Places API; Click-to-WhatsApp and lead ads to owners.

Cloud & Agentic AI Engineer — Tata Consultancy Services

Nov 2021 – Present

India • Clients: British Airways, Qantas Airways

- Run production AWS infrastructure for large aviation clients: patching, monitoring, incident handling and compliance reporting.
- Requirement calls, status reviews and escalations with UK and US stakeholders — used to reporting to non-technical decision makers.
- Automate repeat work with Python, Bash and AWS Systems Manager. Agentic AI: internal hackathon award for an AI-based innovation and Google Cloud “Build with Gemini” agent badge (2026).

Business Developer (Intern) — Inline Private Limited

Feb 2018 – Apr 2018

Kolkata, India • Ride-hailing startup • Field acquisition: pitching, objection handling and driver sign-ups

SKILLS

Paid Media: Meta Ads (Sales, Leads, Click-to-WhatsApp, Engagement) • Campaign structure • Audience & creative testing • Budget pacing • ROAS / CPA / CPL • Meta Ad Library research

Funnels & CRO: Landing page design & build • A/B testing • Offer ladders & order bumps • Checkout • Ad and page copy

CRM & Automation: n8n • WhatsApp Cloud API & templates • Chatwoot • Supabase • AI voice agents (ElevenLabs) • Webhooks

Tracking & Build: Meta Pixel & conversion events • Google Analytics & Search Console • HTML / CSS / JavaScript • Python • LLM agents

Languages: English (full professional) • Bengali (native) • Hindi (conversational)

CERTIFICATIONS

AI-Powered Performance Ads Certification — Google (2026)

Certified Digital Marketing Consultant • AI-Enabled Advanced Digital Marketing Professional Program — AADME

AWS Certified Solutions Architect – Associate • AWS Certified Machine Learning Engineer – Associate

EDUCATION

B.Tech, Electronics & Communication Engineering

2017 – 2021

RCC Institute of Information Technology, Kolkata • CGPA 7.89 / 10