UMESH KUMAR

Digital Marketing Head

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SUMMARY

Result-driven Digital Performance Marketing Manager with 15+ years scaling e-commerce, marketplace, education, fintech and D2C brands across India, USA, UK, UAE, KSA, Oman, NZ and Australia. Managed ₹30.3 Cr+ in annual ad spend to deliver 15.6x ROAS and 1,463% ROI, generating ₹472.6 Cr+ in measurable revenue across a 4-country GCC operation. Expert in Google Ads, Meta Ads, Amazon Ads, Shopping Ads, Performance Max, GA4, GTM, GMC, CRO, SEO and Noon UAE marketplace. Skilled at building in-house teams, cutting agency costs by 25% and leveraging AI automation including ChatGPT, Gemini, Claude, Meta AI.

ACHIEVEMENTS

- **₹472.6 Cr+** in e-commerce revenue generated across UK, USA, UAE, KSA, Oman and India operations.
- **15.6x ROAS and 1,463% ROI** delivered on a ₹30.3 Cr+ annual marketing budget across Google, Meta, Snapchat and programmatic channels.
- **1.11M+ active platform users** and 350+ marketplace sellers' onboarded across six countries.
- **700+ keywords** ranked on Google Page 1 through data-driven SEO and content strategy.
- **25% reduction** in annual marketing costs after building and leading an in-house performance marketing team.
- **6,000+ qualified leads** generated per month on a ₹34.41 lakh/month Google & Meta Ads budget (StashFin, fintech).
- **2.75M+ StashFin app installs** with a ₹10.54 Cr Google & Meta Ads budget.

CORE SKILLS

Performance Marketing • Paid Media Management (Google Ads, Meta Ads, Performance Max, Shopping Ads, Amazon Ads) • E-Commerce & Marketplace Growth • SEO & SEM • CRO • Marketing Budget Planning & ROI Optimisation • AI-Powered Marketing Automation • Data Analytics & Attribution • Team Leadership & Stakeholder Management • Cross-Border / Multi-Market Campaign Management • CRM & Retention Marketing

PROFESSIONAL EXPERIENCE

Digital Marketing Head

Jebelz Technologies Pvt. Ltd. | Noida, India (UAE Market) | December 2021 - August 2025

UAE-based multi-country e-commerce marketplace specialising in consumer electronics and coffee equipment, operating across UAE, KSA, Oman and India.

- Generated ₹472.6 Cr+ in revenue via full-funnel digital strategy across 4 countries, achieving 80% average YoY growth.
- Managed ₹30.3 Cr+ annual budget, delivering 1,463% ROI and 15.6x ROAS across Google, Meta, SnapChat & programmatic.

- Expanded to 1.11M+ active users; onboarded 350+ marketplace sellers across UAE, KSA, Oman & India.
- Built in-house performance team, eliminating agency dependency and saving 25% in annual costs.
- Ranked 700+ keywords on Google Page 1 via data-driven SEO & content strategy.
- Improved repeat purchase rate by 22% via CRM-driven retention and marketing automation.
- Led marketplace growth on Amazon, Noon UAE and Flipkart through targeted AMS campaigns.
- White Friday campaign: Generated ₹28.68 lakh in revenue within 7 days and grew a new product category from ₹0 to ₹54.97 lakh in 7 days.

Digital Marketing Manager

EQX Analytics Pvt. Ltd. (StashFin) | New Delhi, India | January 2019 - February 2021

Digital lending fintech offering collateral-free personal loans and lines of credit up to approximately USD 6,000 for salaried and self-employed applicants.

- Managed Google Ads, Facebook & Instagram campaigns on a monthly budget of ₹34.41 lakh, generating 6,000+ qualified leads per month.
- Drove 2.75M+ StashFin app installs through a ₹10.54 Cr Google & Meta Ads budget.
- Led app marketing across StashFin, Dailyhunt, Hotstar & Instagram - driving installs and user acquisition at scale.
- Implemented Firebase & BigQuery analytics pipeline for real-time tracking and multi-touch attribution.

Deputy Digital Marketing Manager - E-Commerce

Vega Industries Pvt. Ltd. | Noida, India | September 2016 - March 2018

India's leading beauty accessories and personal care appliances brand, sold across Amazon, Flipkart and owned D2C channels.

- Managed Amazon AMS & Google Shopping campaigns, growing D2C and marketplace e-commerce revenue.

EARLIER CAREER

- **Digital Marketing Manager -** CSS Player IT Solutions Pvt. Ltd., Faridabad | Jan 2012 – Aug 2016
- **Sr. SEO Consultant -** Keyideas Infotech Pvt. Ltd., New Delhi | Nov 2010 – Dec 2011
- **SEO Expert -** Prudential India Pvt. Ltd., Noida | Mar 2009 – Nov 2010

TECHNICAL SKILLS & TOOLS & PLATFORMS

- Paid Media: Google Ads, Meta Ads, Amazon Advertising (AMS), LinkedIn Ads, Snapchat Ads, Performance Max, Shopping Ads, Programmatic
- E-Commerce & Marketplaces: Amazon, Flipkart, Noon, Nykaa, Shopify, Magento, WooCommerce, WordPress
- Analytics & Tracking: GA4, Google Tag Manager (GTM), Google Merchant Center (GMC), Google Search Console, Firebase, BigQuery, Looker Studio, Ahrefs, SEMrush
- AI & Marketing Automation: ChatGPT, Gemini, Claude, Google Ads AI, Meta AI, HubSpot, Eloqua
- CRM & Email: HubSpot, Salesforce (working knowledge), Bravo, Eloqua, Mailchimp
- Web & Development: HTML, PHP, MySQL, Shopify, WordPress, Magento, WooCommerce

EDUCATION

- Master of Computer Applications (MCA) - Biju Patnaik University of Technology, Rourkela, Odisha | 2006 | CGPA 7.85
- B.Sc. (Physics Honours) - Vinoba Bhawe University, Hazaribagh, Jharkhand | 2002 | 70.75%

CERTIFICATIONS

- Google Ads Certification
- AI-Powered Performance Ads Certification
- Google Analytics 4 (GA4) Certification
- Meta Blueprint Certification
- HubSpot Inbound Marketing Certification
- Bing Ads Certification
- Google Shopping & Display Ads Certification
- Be10x certification on success completion of AI tools and ChatGPT workshop.