

SUNNY GUHA

Senior Paid Media Expert & Lead Generation Specialist | Digital Marketing Strategist | Growth Consultant

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Web Design & Development | Full-Stack & Software Development | AI-Native Apps, CRMs & Automation

My Portfolio Website — designed, built & deployed entirely by me: https://sunnyguha.in

50+ websites and 100+ landing pages designed, built and shipped since 2022

Available Globally (Remote) | USA · UK · UAE · Australia · India · Worldwide | All Time Zones

~\$400K+	500+	12+ Yrs	10x–30x	96%	6x
Monthly Ad Spend	Global Brands	Experience	Peak ROAS (Healthcare)	Client Satisfaction	Best Performer Awards

PROFESSIONAL PROFILE

Results-driven Paid Media and Digital Marketing Leader with 12+ years of proven success managing global campaigns for 500+ brands. Expertise spans full-funnel paid media strategy (\$400,000+ monthly ad spend), lead generation, CRO, and marketing automation across USA, UK, UAE, Australia, and India. Delivered 22x–30x ROAS for healthcare clients and 7x+ across diverse industries. Google Ads Partner Agency Certified Expert (2023); 6 Times “Best Performer” Recognition at Growth99.

Hybrid professional with secondary strength as a software engineer — built 100+ algorithmic trading systems and AI-powered marketing automation tools using Claude AI, ChatGPT, NVIDIA APIs, and multi-agent architectures. Immediately available for full-time, part-time, contract, or freelance remote roles across any time zone.

PROFESSIONAL EXPERIENCE

Senior Paid Media Specialist & Lead Generation Expert | Growth99

February 2024 – Present | Remote | USA, UK, UAE, Australia, Global Clients

Phase 1 (Feb 2024 – Mid-2025) — Multi-Channel Campaign Manager

- Managed multi-channel campaigns for 300+ healthcare and service brands across USA, UK, UAE and Australia.
- Oversaw ~\$400,000+ monthly ad spend across Google Ads and Meta Ads; consistently delivered exceptional ROI.
- Handled accounts across all package tiers: Starter, Advanced, Premium, and custom high-budget enterprise packages.
- Achieved 9.4x average ROAS for healthcare, 22x–30x ROAS for IVF/infertility clinics, and 7x+ for other verticals.
- Awarded “Best Performer” 6 times at monthly all-hands meetings for exceeding lead generation and revenue targets.

Phase 2 (Mid-2025 – Present) — Senior Google Ads Strategist & (Unofficial Internal Small Team Lead)

- Promoted to manage premium high-budget clients exclusively (\$15,000–\$30,000+ USD/month).
- Full-stack Google Ads specialist: Search, Display, Video, Performance Max (PMax), Demand Gen, AI Max, Call Ads, Responsive Search Ads (RSA), Dynamic Search Ads (DSA).
- Unofficial team lead: conducts bi-weekly and monthly performance reviews, QA checks, and delivers strategic roadmaps and actionable insights.
- Escalation account management — takes ownership of underperforming or problematic accounts and restores them to peak performance.
- Conversion Rate Optimisation (CRO): reviews landing pages, leads A/B testing at offer, copy, and creative levels.
- Conversion tracking and QA: sets up GTM (Google Tag Manager), CallRail call tracking, GA4, Meta/LinkedIn Pixel implementations.
- Cross-functional leadership: directs landing page developers, creative designers, support team, product team, feedback and sales team support for full campaign alignment.
- Leverages AI tools (ChatGPT, Gemini, Claude AI, Google AI Studio, DeepSeek) to accelerate copywriting, audience segmentation, and ideation.

Founder & Independent Digital Marketing Strategist | Self-Employed

2021 – 2024 | Remote | India, USA, UK, UAE, Australia

Built and operated an independent digital marketing practice, growing from solo consultant to agency principal, managing six-figure monthly ad spends across global markets.

White-Label & NDA Partnerships

- Served as the behind-the-scenes execution partner for USA, UK, UAE, and Australia-based digital marketing agencies.
- Delivered full-service PPC, SEO, and lead generation under client agency branding (NDA-protected engagements).
- Sourced partnerships via LinkedIn outreach and freelance platforms (Upwork, Fiverr); maintained confidentiality for all white-label clients.
- Provided ongoing campaign management, reporting, and strategy as a seamless white-label extension of partner agencies.

Client Portfolio — International (150+ Brands, USA / UK / UAE / Australia)

- Led Google Ads, Meta Ads, YouTube Ads, and email campaigns for 150+ healthcare brands: Med Spa, Dental, Dermatology, Psychology, Eye Specialists, Nursing Homes, IVF Clinics, Infertility Specialists, Gynecology, Sexual Medicine, Sexual Wellness.
- Managed campaigns for 150+ service businesses: Law Firms, Gyms, Restaurants, Marketing Agencies, Interior Designers, Hotels, Laundry/Cleaning Services, Schools/Colleges, Real Estate, Automotive Dealerships, Casinos, Solar/EV, and more.
- Achieved up to 30× ROAS for IVF/healthcare; maintained 96% client satisfaction rate across all engagements.
- Delivered business growth consulting: strategy, funnel design, and CRO reducing client CPL by up to 40%.

Client Portfolio — India (50+ Brands, 2012–2021)

- Promoted 50+ Indian businesses across healthcare, education, hospitality, retail, fitness, car showroom, government and political party (candidates) NDA projects.
- Notable clients: FitNet Gym Chain (20+ branches), Avison Academy (18+ branches), Virtual Cares (Virtual Hospital), IVF Clinics, Maruti 12 Showrooms, NGOs, Political MP campaigns (NDA), Coaching Centres, Restaurants, Nightclubs & Bars, Fantasy iGaming (NDA–White Level UAE Based)
- Managed end-to-end campaigns: strategy, creative, ad management, and performance reporting.

Digital Marketing Specialist | Freelance

2012 – 2021 | Remote | India

- Began career promoting local and regional Indian businesses across digital channels: Google Ads, Facebook Ads, Instagram Ads, and SEO.
- Delivered measurable growth in lead volume, website traffic, and brand awareness for clients across healthcare, education, hospitality, and lifestyle.
- Built foundational expertise in ad copywriting, landing page design, email marketing, and analytics that underpins today's senior-level capabilities.

PERSONAL TECHNICAL PROJECTS

Algorithmic Trading Systems (2020 – Present)

- Developed 100+ live-tested automated trading strategies — Expert Advisors (EAs) in MetaTrader 5 (MQL4/MQL5) and PineScript scripts for TradingView.
- Scripts sold as private, invite-only products to a global trader community; demonstrates quantitative analysis, backtesting, and real-money live deployment.
- Technologies: MT5, MQL4, MQL5, PineScript, TradingView.

AI-Powered Marketing Automation Platform (Learning Project, 2024–Present)

- Built an experimental multi-agent agentic AI system as a personal learning initiative to explore large-scale content automation and SEO at scale.
- Architecture: 20+ concurrent AI agents orchestrated as background services (Node.js); automated content generation, quality assurance pipelines, and lifecycle management.
- Integrated Claude AI, ChatGPT, NVIDIA APIs, Google AI Studio, and Ollama/DeepSeek for content generation at scale; built custom CRM with email + WhatsApp (WATI) automation.
- Demonstrates: agentic AI architecture, multi-agent orchestration, Node.js engineering, SEO automation, API integration, and production-grade system design.

CORE COMPETENCIES

- Google Ads — Search, PMAx, Display, Video
- Performance Max (PMax) & Demand Gen
- AI Max & Responsive Search Ads (RSA)
- Retargeting, Remarketing & Programmatic
- B2B & B2C Lead Generation Funnels
- A/B Testing (Offer / Copy / Creative)
- GTM, CallRail, GA4, Pixel Implementations
- SEO: On-page, Google Map, AI-Automated Blogging
- Algorithmic Trading (MT5, MQL4, PineScript)
- ChatGPT, Claude AI, NVIDIA APIs, DeepSeek
- Trello, Basecamp, Google Meet, Loom, Clickup
- Meta Ads (Facebook & Instagram)
- LinkedIn Ads & YouTube Ads
- Native Ads: Taboola, Clickadu
- Cold Email Marketing (Instantly AI)
- Conversion Rate Optimization (CRO)
- Landing Page Design & Optimization
- Marketing Automation (Zapier, Pabbly, WATI)
- Copywriting & Creative Briefing
- Agentic AI & Multi-Agent Systems
- Adobe Photoshop, Premiere Pro, Canva
- SEMrush, Ahrefs, Moz, Uber Suggest

AWARDS & CERTIFICATIONS

- 6× “Best Performer” Award — Growth99 Monthly Townhall (outstanding campaign results, lead generation, problem-solving, and client satisfaction).
- Google Ads Partner Agency Certified Expert (2023) — Recognized for high-level PPC strategy and campaign performance.
- Client Achievement: 22×–30× ROAS for IVF clinics and infertility specialists — industry benchmark in healthcare digital marketing.

Certifications:

1. Google Ads – AI-Powered Performance Ads Certification
2. Google Ads – Video Certification
3. Google Ads – Search Certification
4. Google Ads – Shopping Ads Certification
5. Google Ads – Display Certification
6. Digital Marketing – Relevel (Unacademy)

EDUCATION

M.Tech (Master of Technology) — Computer Science & Engineering | CGPA: 8.7/10

Maulana Abul Kalam Azad University of Technology (Guru Nanak Institute of Technology), Kolkata, India | 2022–2024

B.Tech (Bachelor of Technology) — Computer Science & Engineering (Lateral Entry, JELET Rank: 09) | CGPA: 6.93/10

Maulana Abul Kalam Azad University of Technology (Govt. College of Engineering & Leather Technology), Kolkata, India | 2015–2018

Diploma in Engineering — Computer Science & Technology | 73%

West Bengal State Council of Technical Education (Elite Institute of Engineering & Management), Kolkata, India | 2012–2015

LANGUAGES

English — Professional Working Proficiency | **Hindi** — Fluent | **Bengali** — Native Speaker

Open to Full-Time · Part-Time · Contract · Freelance · Project-Based Remote Roles | Immediately Available | Any Time Zone