

PORTFOLIO 2026

PERFORMANCE THAT CONVERTS

Digital & Performance Marketer

DILEEP GUPTA

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ABOUT ME

I'm Dileep Gupta, a Digital & Performance Marketer who helps businesses turn attention into revenue. I plan and run paid campaigns across Meta and Google, build organic visibility through SEO and content, and tie it all together with clean landing pages and email flows that keep the funnel working after the click.

My approach is data-first: every campaign starts with a clear goal and a way to measure it, so budget goes toward what's actually working — not what looks good on a dashboard.

I'm early in my career and have built these skills through self-initiated projects — including two full websites I designed and developed from scratch (shown ahead) — and I'm looking for the opportunity to apply them to real client growth.

Performance Marketing

Paid Ads

SEO

Content Strategy

Web & Landing Pages

FOCUS AREAS

- Paid Acquisition (Meta & Google)
- Search Engine Optimization
- Social Media Growth
- Creative & Content Design
- Email & Retention Marketing
- Landing Page & Web Design

CORE SERVICES

01

META ADS

Facebook & Instagram campaigns built for leads and sales.

02

GOOGLE ADS

Search, Display, Shopping & Performance Max management.

03

SEO

On-page, technical & local SEO to grow organic traffic.

04

SOCIAL MEDIA MGMT.

Content calendars, posting & community growth.

05

GRAPHIC DESIGN

Scroll-stopping creatives, banners & brand assets.

06

EMAIL MARKETING

Automated flows & campaigns that drive repeat sales.

07

WEB DESIGN

Fast, conversion-focused websites & landing pages.

META ADS

Facebook & Instagram advertising built around a real funnel — not just boosted posts.



WHAT I HANDLE

- Campaign structure & funnel setup
- Audience research & targeting
- Ad creative testing (A/B)
- Pixel & conversion tracking
- Retargeting sequences
- Budget optimization & scaling

BEST FOR

- Lead generation businesses
- D2C / e-commerce brands
- Local service businesses
- App installs & sign-ups
- Brand awareness campaigns

GOOGLE ADS

Search, Display, Shopping & Performance Max campaigns focused on qualified traffic.



WHAT I HANDLE

- Keyword research & match types
- Search & Display campaigns
- Shopping & Performance Max
- Conversion tracking setup
- Negative keyword management
- Bid strategy optimization

BEST FOR

- High-intent lead capture
- E-commerce product sales
- Local business visibility
- B2B service inquiries

SEO

Sustainable organic growth through technical fixes, content, and authority building.



WHAT I HANDLE

- Keyword & competitor research
- On-page optimization
- Technical SEO audits
- Local SEO & Google Business
- Content optimization
- Backlink strategy

OUTCOMES

- Higher search rankings
- More organic (free) traffic
- Better site health & speed
- Long-term lead flow

SOCIAL MEDIA MANAGEMENT

Consistent, on-brand presence that turns followers into customers.



WHAT I HANDLE

- Content calendar planning
- Post design & captions
- Reels / short-form strategy
- Community management
- Hashtag & growth strategy
- Monthly performance reports

PLATFORMS

- Instagram
- Facebook
- LinkedIn
- Pinterest
- YouTube (Shorts)

CONTENT & GRAPHIC DESIGN

Scroll-stopping creatives for ads, social, and brand collateral.



WHAT I DESIGN

- Social media creatives
- Ad creatives (static & carousel)
- Brand identity assets
- Banners & posters
- Product mockups

TOOLS

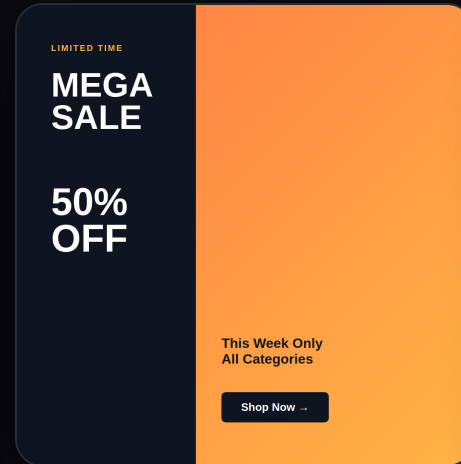
- Canva

GRAPHIC DESIGN SAMPLES

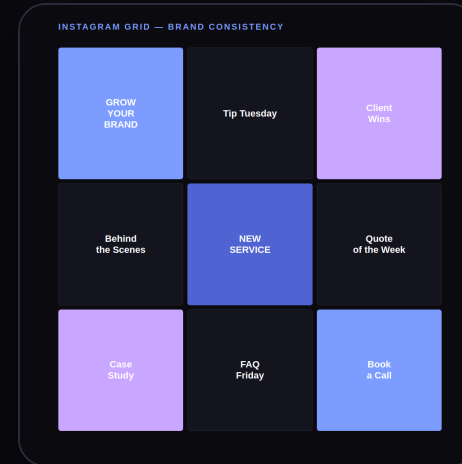
A few original design concepts — a social media quote post, a sale banner, and an Instagram grid layout.



Social Media Quote Post



Promotional Sale Banner



Instagram Grid Layout

EMAIL MARKETING

Automated flows and campaigns that keep customers coming back.



WHAT I HANDLE

- Welcome & onboarding flows
- Abandoned cart sequences
- Newsletter campaigns
- List segmentation
- A/B testing subject lines

OUTCOMES

- Higher repeat purchase rate
- Better customer retention
- Low-cost incremental revenue

WEB DESIGN

Fast, mobile-friendly websites and landing pages built to convert.



WHAT I BUILD

- Landing pages for campaigns
- Business & portfolio websites
- Basic e-commerce setup
- WordPress & no-code builds
- Speed & mobile optimization

FOCUS

- Clean, modern UI
- Conversion-focused layout
- SEO-friendly structure

TOOLS & PLATFORMS

Meta Ads Manager

Google Ads

Google Analytics 4

Google Search Console

Canva

Adobe Photoshop

WordPress

Mailchimp

Google Tag Manager

Figma

Google My Business

Meta Business Suite

MY WORK PROCESS

01

DISCOVERY & AUDIT

Understand the business, audience, and current performance gaps.

02

STRATEGY

Define goals, channels, budget allocation, and KPIs.

03

EXECUTION

Build campaigns, creatives, pages, and tracking.

04

OPTIMIZATION

Test, analyze, and refine based on real performance data.

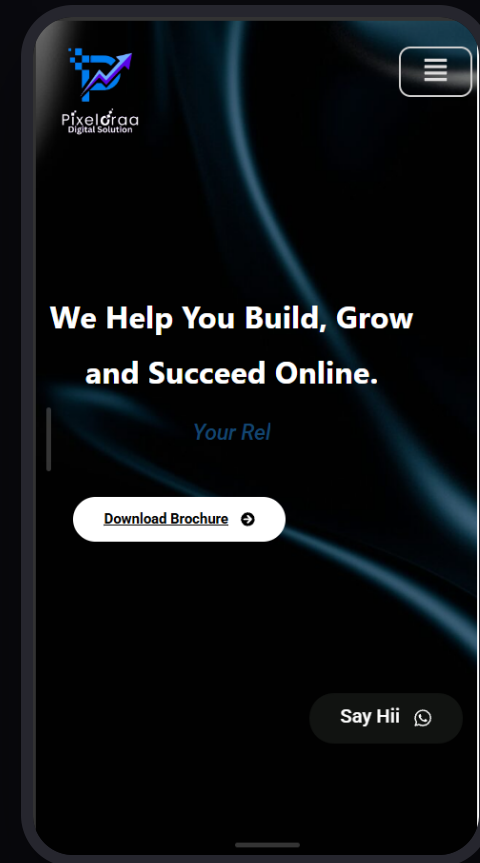
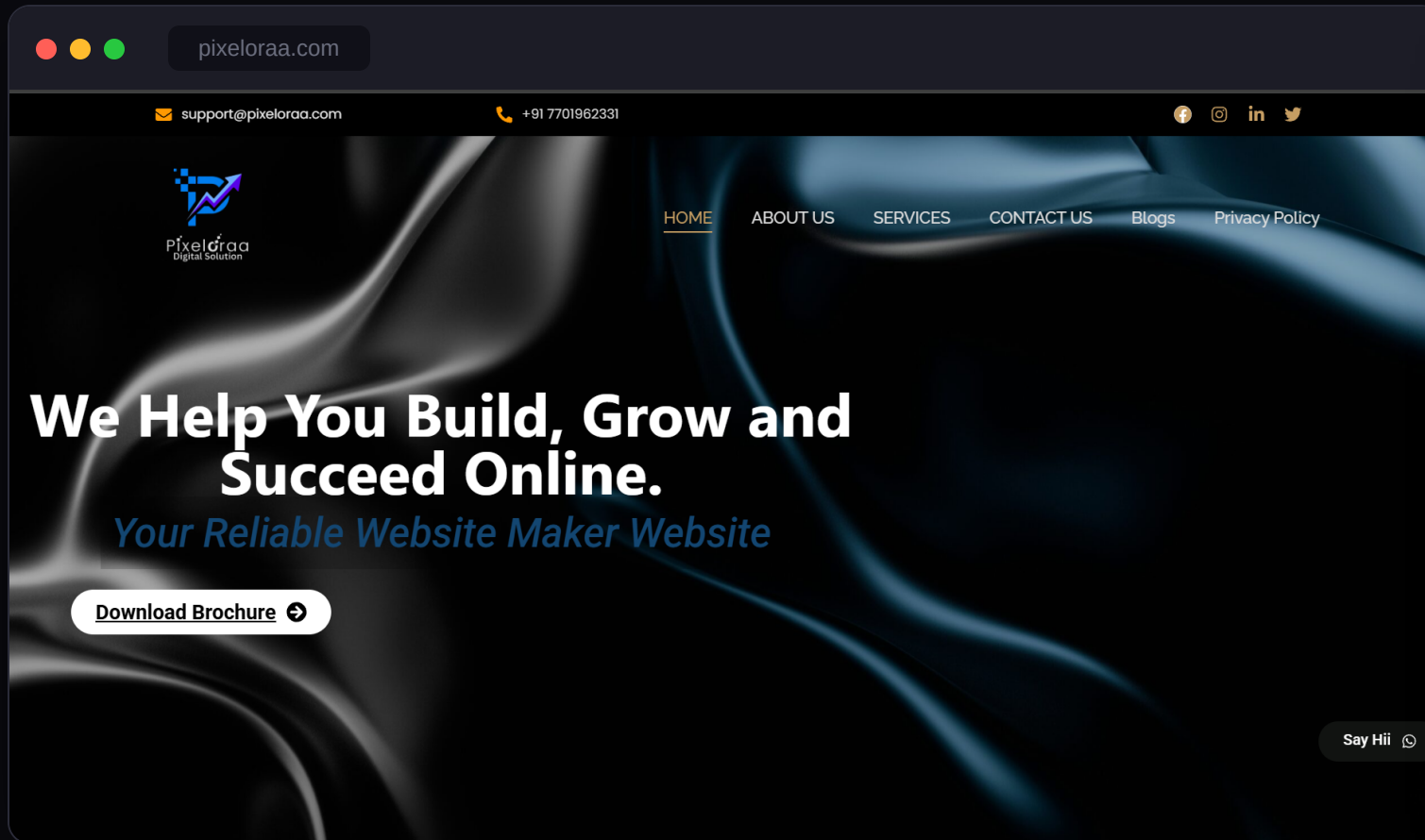
05

REPORTING

Clear, regular reports tied back to business outcomes.

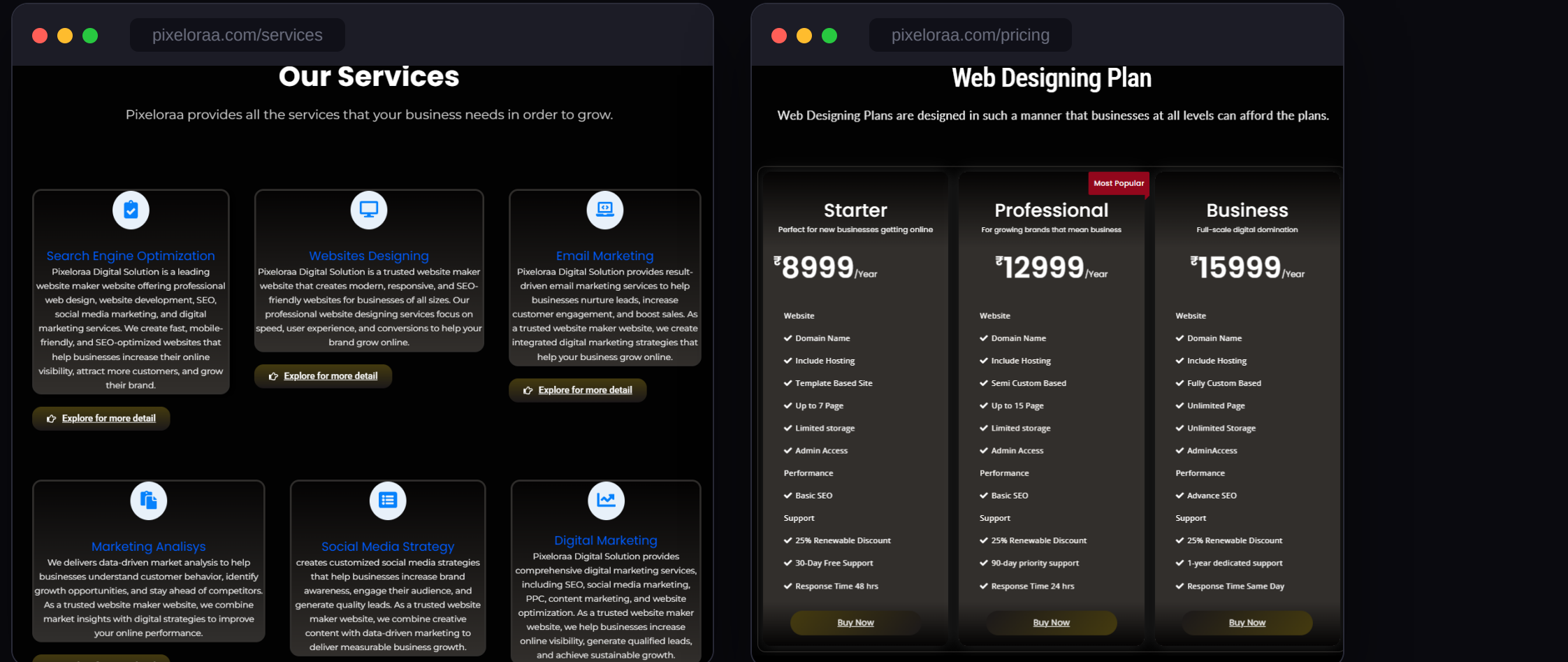
WEB DESIGN — DIGITAL MARKETING AGENCY

A full agency website designed & built from scratch — homepage, services, and pricing plans — as a self-initiated project to apply my web & marketing skills.



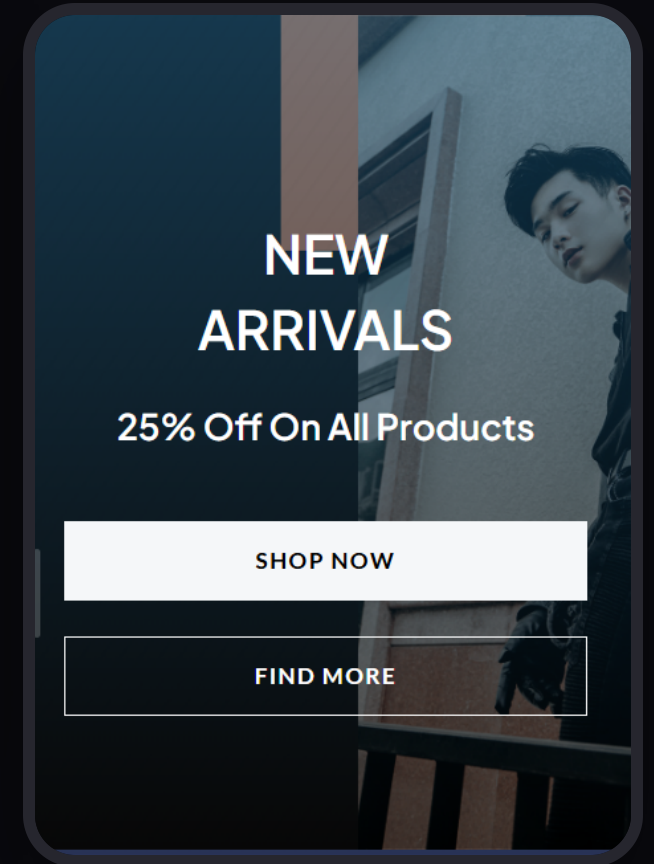
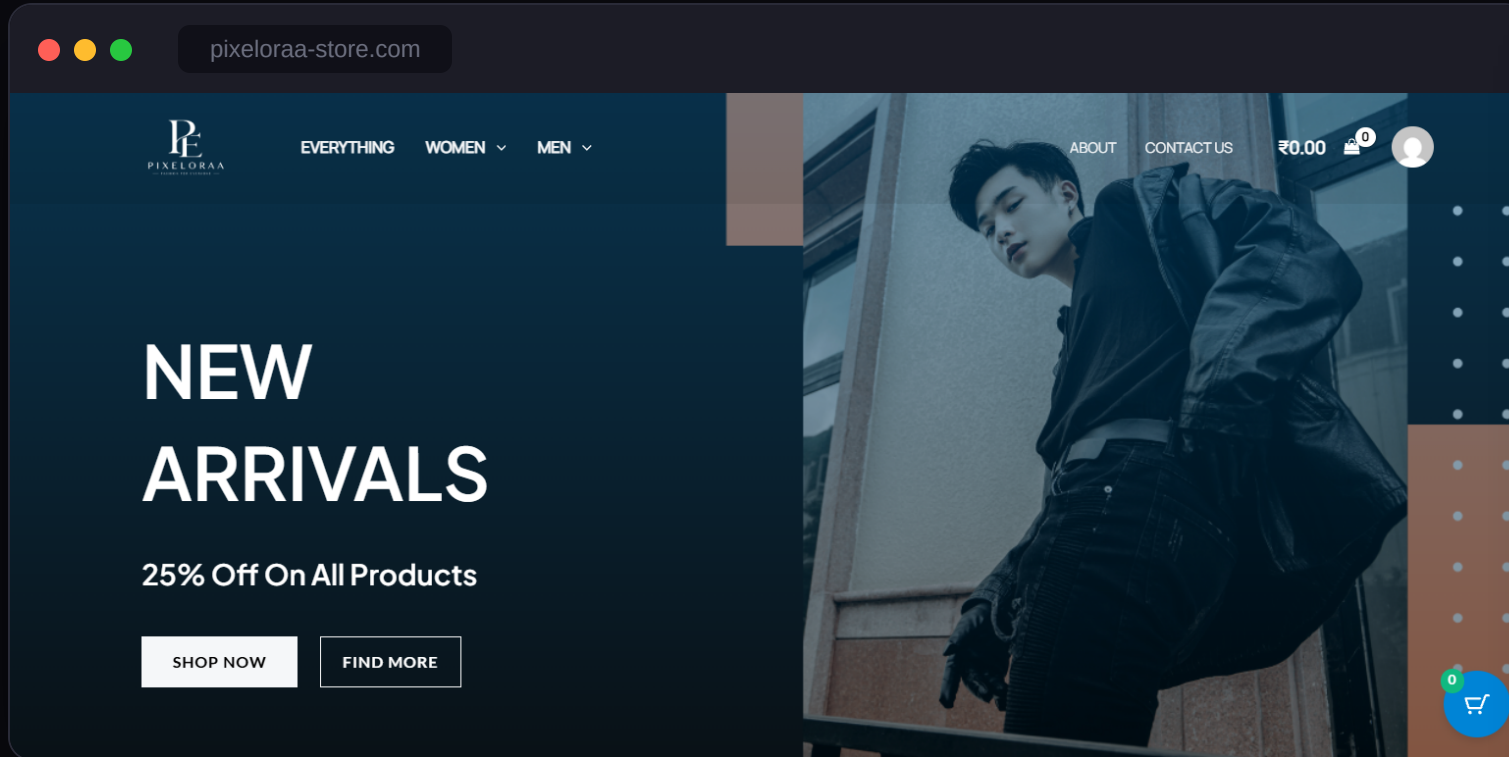
SERVICES & PRICING PAGES

Structured service cards and a 3-tier pricing table designed to make plan comparison simple for visitors.



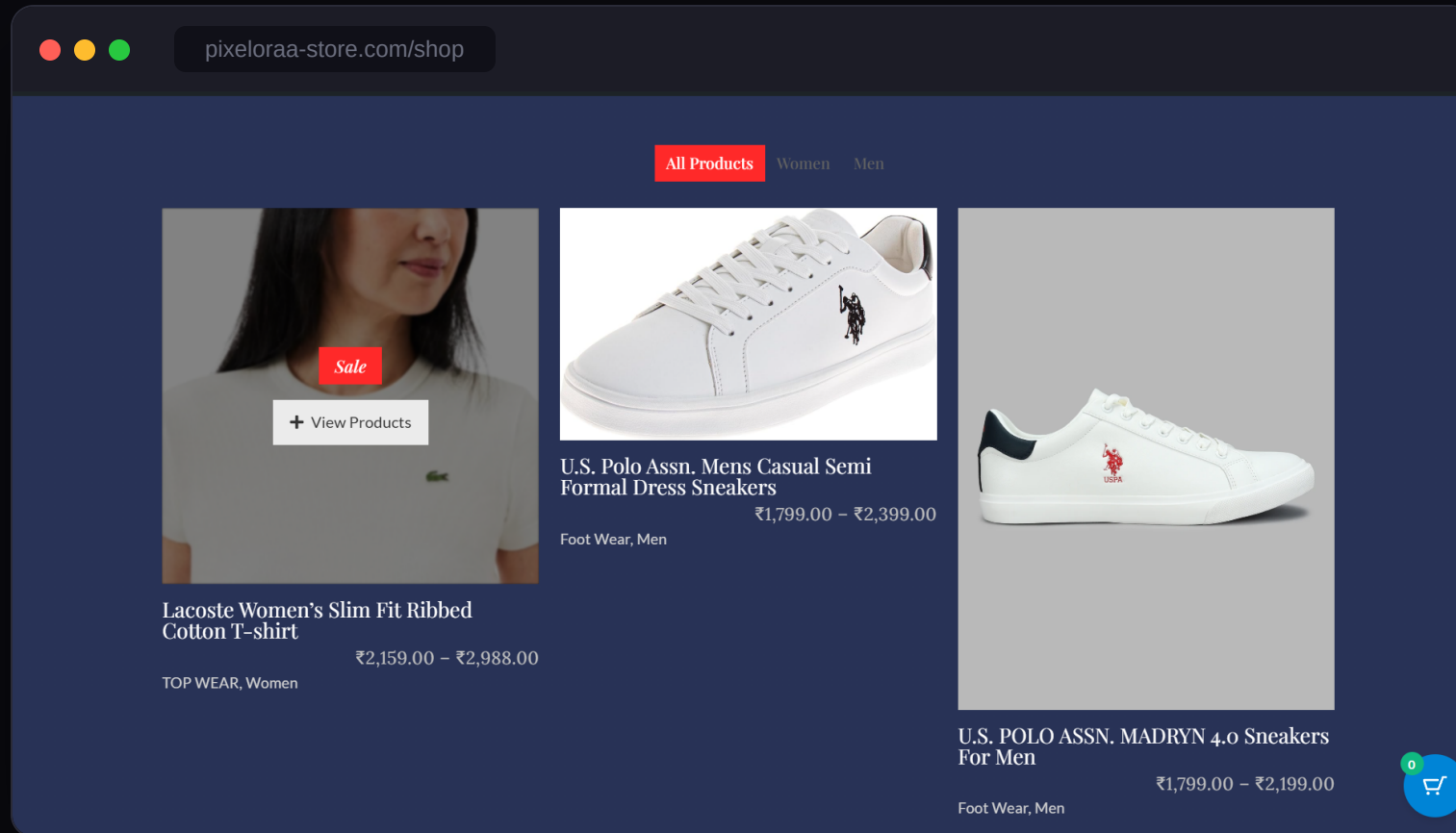
WEB DESIGN — E-COMMERCE STORE

A fashion e-commerce storefront with product listings, category filters, and a full mobile-responsive build.



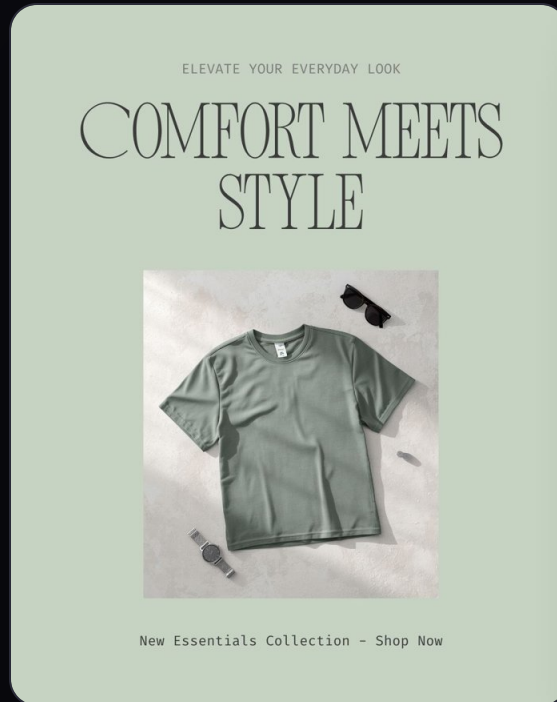
PRODUCT LISTING PAGE

Category filtering with clean product cards, pricing, and sale badges.



DESIGN CREATIVES

Instagram post designs created for three brand concepts — apparel, footwear, and a digital agency.



Loom & Co. — Campaign Post



Strydr Sneakers — Product Drop



Pulse Digital — Brand Post

DESIGN CREATIVES

Supporting content for the same three brands — testimonial, product feature, and SEO-focused post.



Loom & Co. — Testimonial Post



Strydr Sneakers — Feature Post



Pulse Digital — SEO Post

WHY WORK WITH ME

Data-Driven

Every decision is backed by numbers, not guesswork.

Full-Funnel

From first click to final sale — I handle the whole journey.

Transparent Reporting

You always know exactly what's working and why.

Fast Execution

Campaigns launched quickly without cutting corners.

CERTIFICATIONS & COURSES

Verified certifications from HubSpot Academy and Google Skillshop, covering email, content, SEO, and paid media.

HUBSPOT ACADEMY

Certified across email, content, and search engine optimization.



Email Marketing Certified

Dileep GUPTA

The bearer of this certificate is hereby deemed knowledgeable of building an email marketing strategy to build trust. They have been tested on best practices that focus on segmentation, high-performing email sends, outlining email design, and email deliverability, and can establish metrics to test, optimize, and improving their email marketing strategy.

Valid from: Jul 22 2026 - Aug 20 2028

Certification code: 09bd6967c74854d62bde34948730c250

HubSpot Academy

Yamini
CEO Yamini Rangan

Email Marketing Certified



Content Marketing Certified

Dileep GUPTA

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Valid from: Jul 21 2026 - Aug 19 2028

Certification code: 5945229417cafd17d4da5fe03e5672c

HubSpot Academy

Yamini
CEO Yamini Rangan

Content Marketing Certified



SEO Certified

Dileep GUPTA

The bearer of this certificate is hereby deemed knowledgeable about SEO and capable of optimizing a website to perform well in search engines.

Valid from: Jun 6 2026 - Jul 6 2027

Certification code: 4450c5b6d91452199b908bd07d8a5c

HubSpot Academy

Yamini
CEO Yamini Rangan

SEO Certified

GOOGLE SKILLSHOP

Certified in Google's paid media platforms for search and programmatic display.



This acknowledges that
Dileep Gupta

Has successfully completed and is certified in
Google Ads Search Certification

Issue Date: June 6, 2026
Expiry Date: June 6, 2027
Certificate ID: 184612011



Google Ads Search Certification



This acknowledges that
Dileep Gupta

Has successfully completed and is certified in
Display & Video 360 Certification (2026)

Issue Date: July 25, 2026
Expiry Date: July 25, 2027
Certificate ID: 189678633



Display & Video 360 Certification

15 — LET'S CONNECT

LET'S GROW YOUR BRAND TOGETHER

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Digital & Performance Marketer

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