Fatima Sheikh

Performance Marketing Specialist

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SUMMARY

Performance marketer with 3 years running paid acquisition for D2C brands. Managed a cumulative ad spend of about Rs 2.1 crore across Meta and Google. Comfortable owning the whole loop from creative brief to blended ROAS.

EXPERIENCE

Performance Marketing Executive - Fable & Co (D2C skincare) Feb 2025 - Present

Mumbai

- Manage a monthly Meta and Google budget of Rs 9-12 lakh across prospecting and retargeting.
- Improved blended ROAS from 2.1 to 3.4 over 9 months, mainly by cutting 6 underperforming audiences and rebuilding creative testing around 3 clear angles.
- Brief and test 12-15 new creatives a month with an in-house designer; maintain a running log of what worked so tests aren't repeated.
- Reduced customer acquisition cost from about Rs 640 to Rs 420 on the core product line.
- Built the weekly performance dashboard the founder now uses for spend decisions.

Digital Marketing Associate - Bright Reach Media (agency) Aug 2023 - Jan 2025

Mumbai

- Ran paid social for 5 client accounts simultaneously with a combined monthly spend of about Rs 14 lakh.
- Handled monthly reporting and QBR decks for 5 clients; 4 of the 5 renewed.
- Set up conversion tracking and server-side events for 3 clients after iOS changes broke attribution.

SKILLS

Paid Meta Ads Manager, Google Ads, campaign structure, audience testing, creative testing

Analytics GA4, Meta Pixel & CAPI, Looker Studio, Excel

Other creative briefing, landing page feedback, budget pacing

EDUCATION

BMM (Advertising) - University of Mumbai, 2023 | 74%

Google Ads Search & Meta Blueprint certified

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