

PERFORMANCE MARKETER

JUDEAASHIQUE.COM

PORTFOLIO

JUDE AASHIQUE

SEARCH ENGINE
MARKETING

SOCIAL MEDIA
ADS

Hi, I'm Jude!

ABOUT ME

Over the last four years, I have built a dedicated digital community centered around intentional living, aesthetic tech setups, and modern productivity systems. My core philosophy is simple: bridge the gap between high-tech specifications and beautiful, human storytelling.



WORK EXPERIENCE



RESORTS | HOTELS | RETREATS

Performance and Project Marketing Manager

(Sector: Hospitality and Tourism)

Pillar 2



Senior Paid Search Lead

(Sector: Legal technology (LegalTech) and Intellectual property (IP))

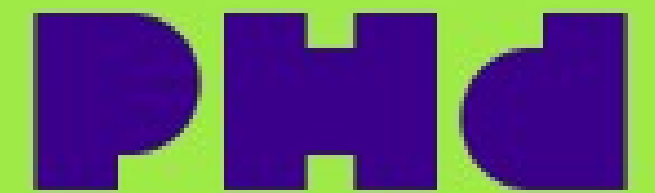
Pillar 3



Senior Paid Ads Specialist

(Sector: Fast Moving Consumer Goods (FMCG))

Pillar 3



Global Senior Digital Buyer

(Luxury Sector: Automotive, Consumer Staples, Gems and Jewellery)

Other Expeience:

Digital Marketing Manager - Aventus Group (B2B) - Sector: Institutional, and Industrial sectors.

Junior Media Executive - DeepSense Digital Solutions (Agency) - Sector: FMCG, Sexual Wellness, Chemical Manufacturing, Construction of Buildings

Marketing Trainee - Precision Equipment (B2B) - Sector: Industrial Machinery, Heavy Engineering, and Process Equipment Manufacturing

CASE STUDY

29,514

LEADS CAPTURED

₹57 average cost per lead within lead campaigns; ₹153 blended across all spend.

2,377

ONLINE BOOKINGS

Pixel-tracked purchases worth ₹24.4L in on-platform value — a floor, not the ceiling (see note).

61.2_M

VIDEO VIEWS

Creative worked hard: video carried much of the reach and the cheap engagement.

87.2_M

UNIQUE REACH · ~2.0 FREQ.

Roughly a Sterling ad landing in front of the equivalent of India's metro-travel audience, repeatedly.

Driving 29,500+ Leads
and 2,377 Bookings for
Sterling Holidays

#1

The Challenge:

Sterling Holidays needed to maintain strong brand visibility during quieter travel months while efficiently increasing enquiries and bookings during India's peak summer holiday season.

Rather than running isolated campaigns, we developed a nine-month, full-funnel Meta advertising strategy combining brand engagement, lead generation, traffic, click-to-call and booking campaigns.

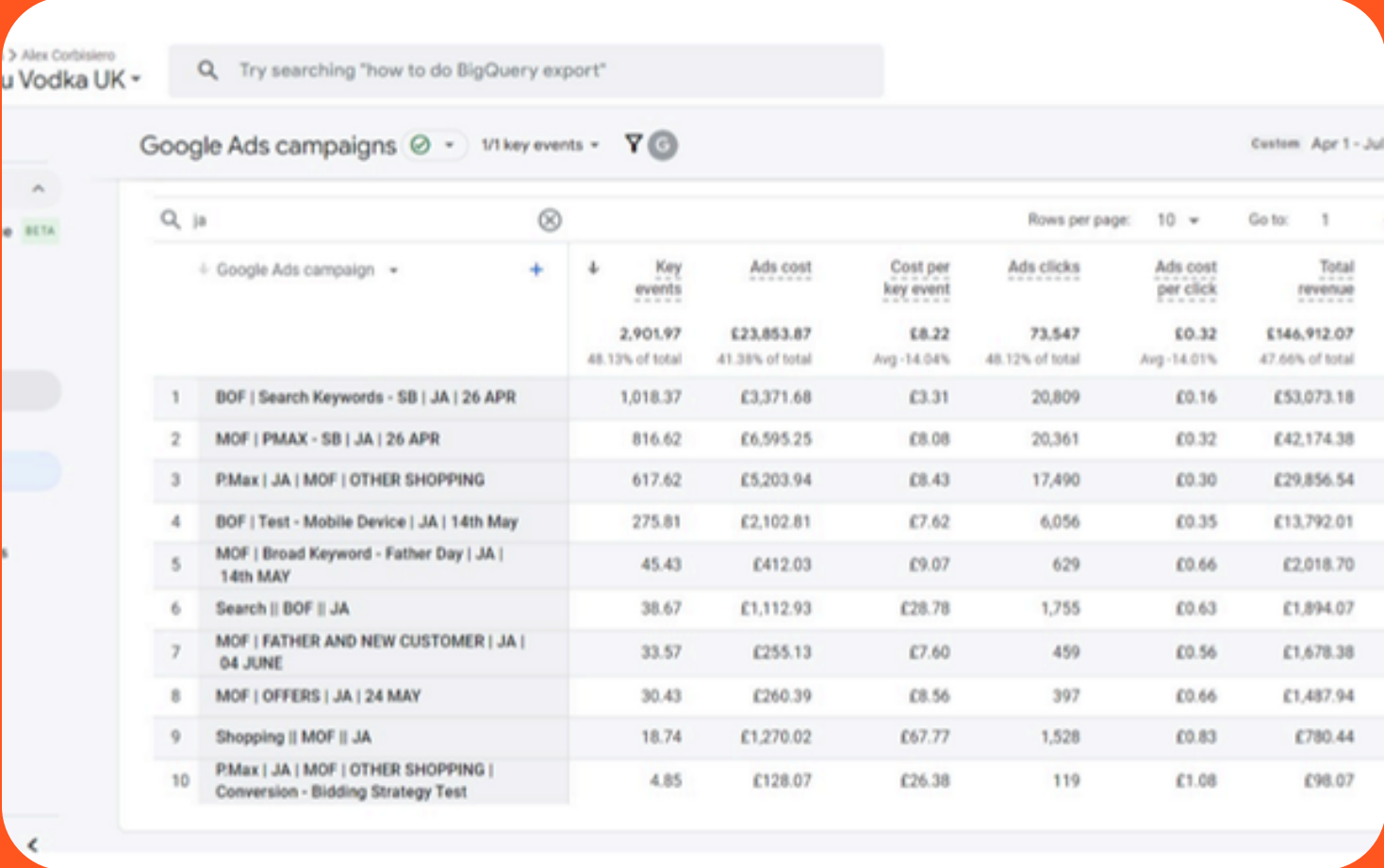
The Real Results:

- ✓ 272.7M impressions and 87.2M people reached
- ✓ 29,514 leads generated, with an average lead-campaign CPL of ₹56.70
- ✓ 2,377 online bookings tracked through Meta
- ✓ ₹24.4 lakh in pixel-attributed booking value
- ✓ 9,196 leads generated in May 2026, the campaign's highest-performing month

Disclaimer:

Booking value includes only purchases attributed through the Meta pixel and does not include bookings completed through the call centre, resort or other offline channels.

CASE STUDY



The screenshot shows the Google Ads reporting interface for Au Vodka UK. It displays a table with columns for Google Ads campaign, Key events, Ads cost, Cost per key event, Ads clicks, Ads cost per click, and Total revenue. The table lists 10 campaigns, with the top row showing a total of 2,901.97 key events, £23,853.87 in ads cost, £8.22 cost per key event, 73,547 ads clicks, £0.32 ads cost per click, and £146,912.07 in total revenue.

	Google Ads campaign	Key events	Ads cost	Cost per key event	Ads clicks	Ads cost per click	Total revenue
		2,901.97 48.13% of total	£23,853.87 41.38% of total	£8.22 Avg -14.04%	73,547 48.12% of total	£0.32 Avg -14.01%	£146,912.07 47.66% of total
1	BOF Search Keywords - SB JA 26 APR	1,018.37	£3,371.68	£3.31	20,809	£0.16	£53,073.18
2	MOF PMAx - SB JA 26 APR	816.62	£6,595.25	£8.08	20,361	£0.32	£42,174.38
3	PMAx JA MOF OTHER SHOPPING	617.62	£5,203.94	£8.43	17,490	£0.30	£29,856.54
4	BOF Test - Mobile Device JA 14th May	275.81	£2,102.81	£7.62	6,056	£0.35	£13,792.01
5	MOF Broad Keyword - Father Day JA 14th MAY	45.43	£412.03	£9.07	629	£0.66	£2,018.70
6	Search BOF JA	38.67	£1,112.93	£28.78	1,755	£0.63	£1,894.07
7	MOF FATHER AND NEW CUSTOMER JA 04 JUNE	33.57	£255.13	£7.60	459	£0.56	£1,678.38
8	MOF OFFERS JA 24 MAY	30.43	£260.39	£8.56	397	£0.66	£1,487.94
9	Shopping MOF JA	18.74	£1,270.02	£67.77	1,528	£0.83	£790.44
10	PMAx JA MOF OTHER SHOPPING Conversion - Bidding Strategy Test	4.85	£128.07	£26.38	119	£1.08	£98.07

Disclaimer: Results are based on GA4 Google Ads reporting for Au Vodka UK from April to July 2024. Blended ROAS represents total attributed revenue divided by total advertising spend.

Driving £146,900+ in Revenue for Au Vodka

#2

The Challenge:

Au Vodka’s Google Ads account had become fragmented across overlapping Shopping, Search, Performance Max and test campaigns. Budget was spread too thin, campaign attribution was unclear, and April 2024 delivered a blended ROAS of only 2.34x.

We rebuilt the account using a structured full-funnel strategy, prioritising high-intent Search, consolidating Shopping and Performance Max campaigns, removing low-performing activity and improving campaign-level tracking through GA4.

The Real Results:

- ✓ £146,912 in revenue generated from April to July 2024
- ✓ ROAS increased from 2.34x to 8.08x in one month
- ✓ High-intent Search reached a peak ROAS of 48.66x in July
- ✓ 6.16x blended ROAS across the four-month period
- ✓ May revenue increased by 201%, while advertising spend reduced by 13%
- ✓ Performance remained consistently between 7x and 9x ROAS from May to July

CASE STUDY



BENTLEY

Disclaimer:

Performance data is compiled from Bentley Motors' Google Ads and Meta campaign reports across Regional, Aftersales, Collections, and vehicle-specific campaigns. Results represent campaign performance during the reporting period and may vary based on campaign objectives, markets, and attribution methodology.

Driving 65,643 Website
Visits & 3,226
Configurator Actions for
Bentley Motors

#3

The Challenge:

Bentley Motors required a premium paid media strategy that could increase qualified website traffic, improve engagement across multiple vehicle campaigns, and maintain brand exclusivity across Google Search and Meta advertising.

Rather than focusing on a single campaign objective, we developed an integrated Search and Social strategy spanning Regional, Aftersales, Collections, and model-specific campaigns, continuously optimising performance through audience insights, creative testing, keyword refinement, and budget allocation.

The Real Results:

- ✓ 65,643 website visits generated through Meta campaigns.
- ✓ 3,226 Car Configurator interactions, driving high intent customer engagement.
- ✓ 7% increase in CTR, 6% more traffic, and 3% reduction in CPC for Regional Search campaigns through continuous keyword and bidding optimisation.
- ✓ 1.21% CTR with an average £0.28 CPC, delivering cost-efficient premium traffic.
- ✓ 10% increase in website traffic, 3% higher CTR, and 2% lower CPC across Google Search Aftersales campaigns.

PLATFORMS & SOFTWARE



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Advertising Platforms

- ✓ Google Ads
- ✓ Meta Ads
- ✓ LinkedIn Ads
- ✓ Microsoft Bing Ads
- ✓ TikTok Ads
- ✓ Snapchat Ads
- ✓ Pinterest Ads
- ✓ Amazon Ads
- ✓ Xing Ads
- ✓ YouTube Ads
- ✓ Google Ads Editor & SA360
- ✓ Mailchimp Ads (Email)
- ✓ Netcore Ads(EDM, Whatsapp, RCS, SMS)
- ✓ X (Twitter) Ads
- ✓ Flipkart Ads
- ✓ StackAdapt
- ✓ Klaviyo Ads
- ✓ Reddit Ads
- ✓ Quora Ads

Analytics & Tracking

- ✓ Google Analytics 4
- ✓ Google Tag Manager
- ✓ Google Search Console
- ✓ Looker Studio
- ✓ Datorama
- ✓ Facebook Insights
- ✓ Google Trends
- ✓ Google Merchant Center
- ✓ Platform Dashboards
- ✓ Attribution Analysis
- ✓ Meta Pixel & Conversion Tracking
- ✓ Claude Reporting
- ✓ A/B Testing
- ✓ Conversion Tracking
- ✓ Campaign Performance Reporting
- ✓ Landing Page Performance Analysis

Marketing & CRM Tools

- ✓ HubSpot CRM
- ✓ Netcore CRM
- ✓ Prisma MediaOcean
- ✓ Klaviyo
- ✓ Shopify
- ✓ Adobe Experience Manager (AEM)
- ✓ Google My Business
- ✓ Facebook Creator Studio
- ✓ Claude
- ✓ LeadSquared

Creative & Productivity Tools

- ✓ Canva
- ✓ VidIQ
- ✓ TubeBuddy
- ✓ Semrush
- ✓ WooRank
- ✓ Ahrefs
- ✓ Microsoft Office
- ✓ Screaming Frog SEO Spider
- ✓ Moz
- ✓ Keyword Research Tools

PERFORMANCE MARKETING & PROJECT MARKETING

EDUCATION & CERTIFICATIONS



Advertising & Performance Marketing:

- Google Ads
- Google Analytics (GA4)
- Amazon Ads
- Amazon DSP Campaigns (Amazon UK)
- Snapchat Ads
- Flipkart Advertising
- LinkedIn Excel
- MailChimp Certification
- LinkedIn Social Media Certification
- HubSpot Social Media

Digital Marketing & Professional Development:

- MSc Digital Marketing - Nottingham Trent University
- CIM Level 6 Diploma in Professional Digital Marketing
- Digital Marketing Academy – University of Nottingham
- HubSpot Social Media Certification
- LinkedIn Social Media Certification
- Accenture Social Media & Digital Marketing
- FITA Digital Marketing & WordPress

Business & Sustainability:

- Sustainability in Business Certification – Level 7 (Nottingham Trent University)

PERFORMANCE MARKETER

PROJECT MARKETER

Let's Create Together



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