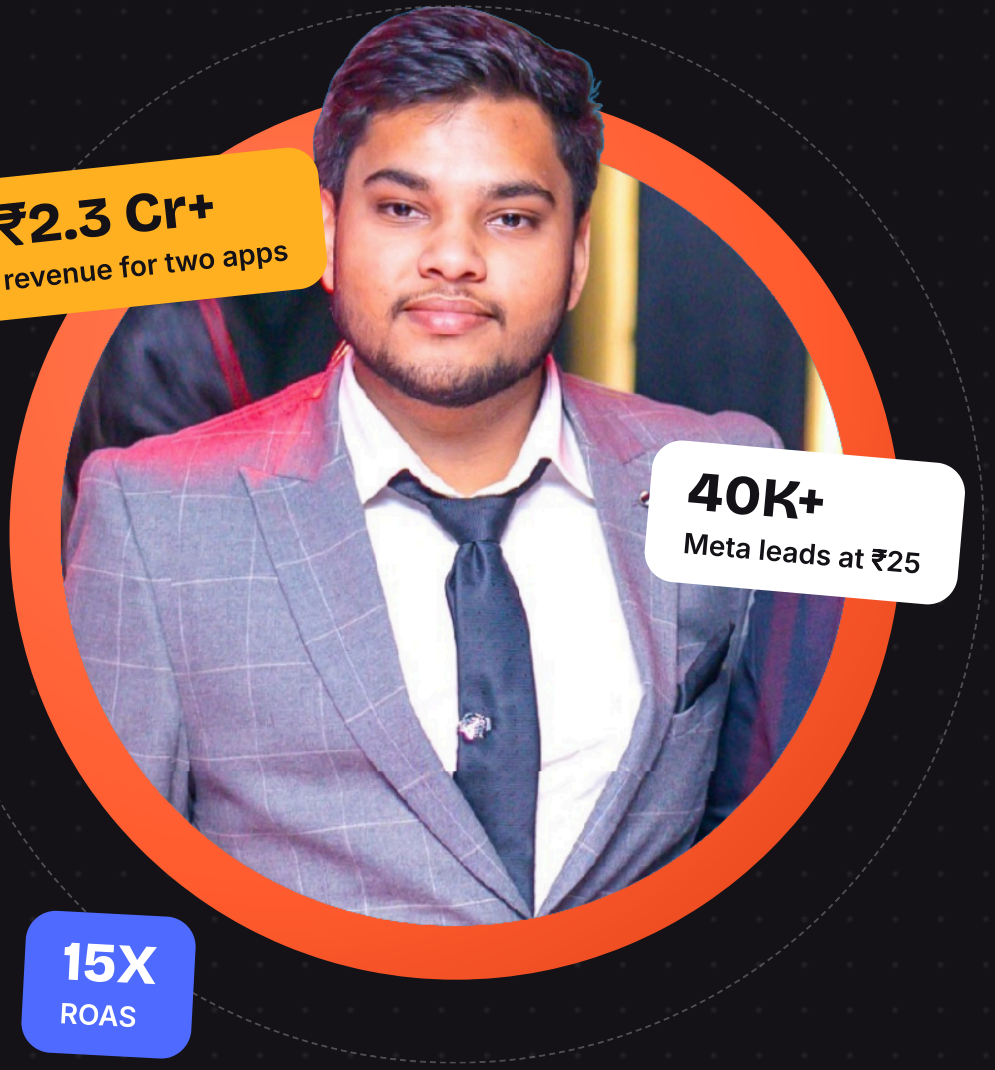
PORTFOLIO · 2026

Sahil Keshri

Meta Ads Specialist at GTF Technologies.
Performance marketing, SEO and automation, Delhi.

Marketing Specialist of the Year 2025



sahilkeshri.in sahilkeshri52@gmail.com +91 70119 96393 linkedin.com/in/sahil-keshri

01 — AT A GLANCE

Results first. Real screenshots of the work follow.

₹2.3 Cr+

revenue driven for two apps I marketed

40,000+

Meta leads at an average ₹25 per lead

375K+

app downloads for one D2C app

15X

ROAS on campaigns I led

BRANDS I HAVE RUN MARKETING FOR

TapGro · Bulk Desi · Signature Global · Eldeco · Tarc · Tribeca · Hero Homes · Whiteland · Radhey Skye · Raghava · Invoay · Great Value · Beehive · Tribo · Culture Circle · Vin Group

Marketing Specialist of the Year 2025

Plus a published research paper on measuring ad returns in B2B (K-ROAS, SSRN & Zenodo, 2025).



Meta Ads · Google Ads · LinkedIn Ads · GA4 · GTM · Search Console · ManyChat · Canva

I run the ads, SEO and automation that turn marketing spend into leads, sales and app installs, for real estate, SaaS, apps, e-commerce and local businesses.

02 — EXPERIENCE

Five years of marketing that had to pay back.

Now

Meta Ads Specialist · GTF Technologies

Meta Ads lead generation campaigns, lead quality tracking and reporting.

2023 – 2025

Head of Marketing · TapGro

Led a team of 15. ₹1.3 Cr revenue in 11 months, 800+ paid customers, 40K+ leads at ₹25, AI bots and CRM automation.

2023

SEO Executive · Page Traffic

Off-page and on-page SEO, link research and guest posting.

2022 – 2023

Digital Marketer · Prodemy India

Google and Meta ads for clients in India and abroad, SEO and YouTube SEO.

2021

Chief of Operations & Marketing Head · Bulk Desi

₹1 Cr revenue in 3 months, 375K+ app downloads, YouTube ads and influencer marketing.

03 — WHAT I DO

Five skills. Real results for each.

Performance marketing

I plan, launch and scale ads on Meta, Google and LinkedIn. Every rupee is tracked back to a lead or a sale, and I judge campaigns on lead quality, not only cost per lead.

40K+ leads from ₹10 lakh Meta spend at ₹25 per lead, for a SaaS + product brand (TapGro)

SEO

Technical fixes, content that answers real questions, and local SEO so nearby customers find you on Google Maps. Simple monthly reports from Search Console.

732K impressions and 3K clicks for one website in 14 months

Social media

Organic content and community for Facebook, Instagram, YouTube, LinkedIn and X, with a clear monthly report so you know what worked.

480+ social media clients handled with my team, in India, Canada, Dubai and Oman

CRM & marketing automation

Leads from ads go straight into your CRM, get updated automatically, and get a reply in seconds, so no lead goes cold.

1 lakh+ leads collected from Google, Instagram and LinkedIn data

AI automation

I use AI models to write, sort, report and even build full products. Practical AI that saves time, not buzzwords.

AI calling bots and chatbots built for Instagram, LinkedIn and WhatsApp

04

WORK · 10 SCREENSHOTS

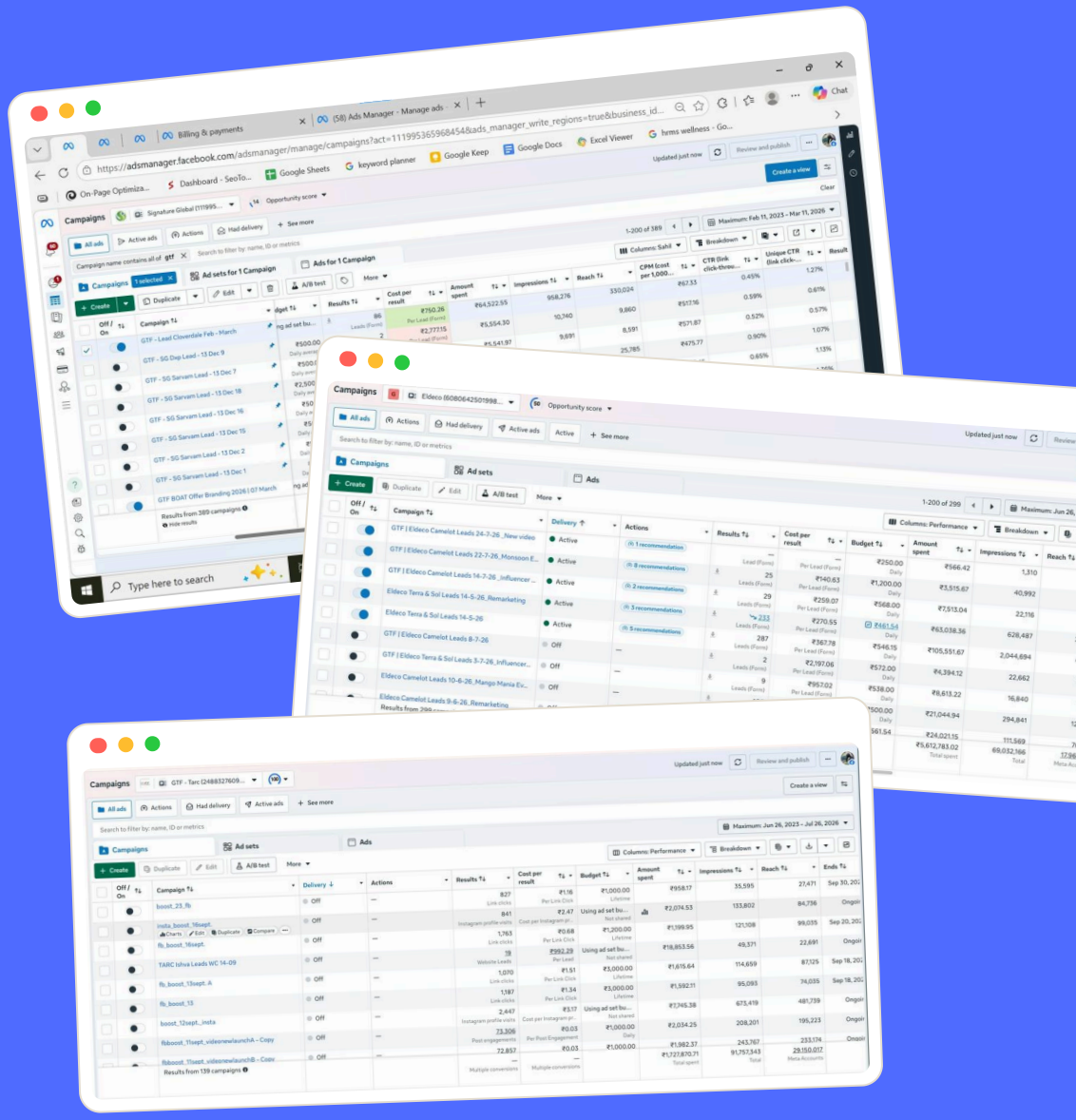
Meta Ads

Lead generation for real estate developers, software and apps. Every screenshot is straight from Meta Ads Manager.

1,213
leads, Radhey Skye

389
campaigns, Signature Global

8
real estate developers



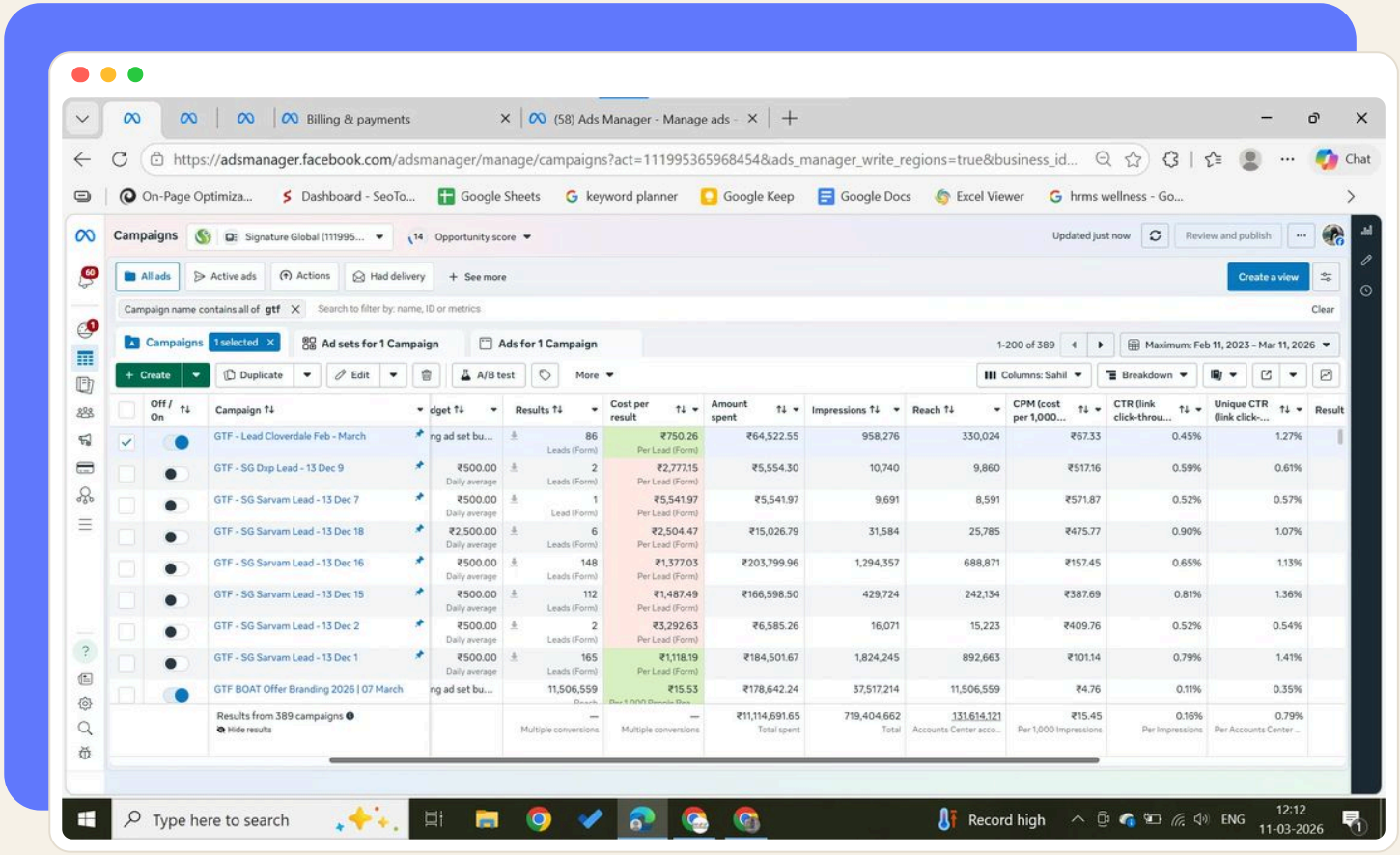
META ADS

389

campaigns run

Signature Global · Meta Ads

389 lead-gen campaigns run for Gurugram projects.



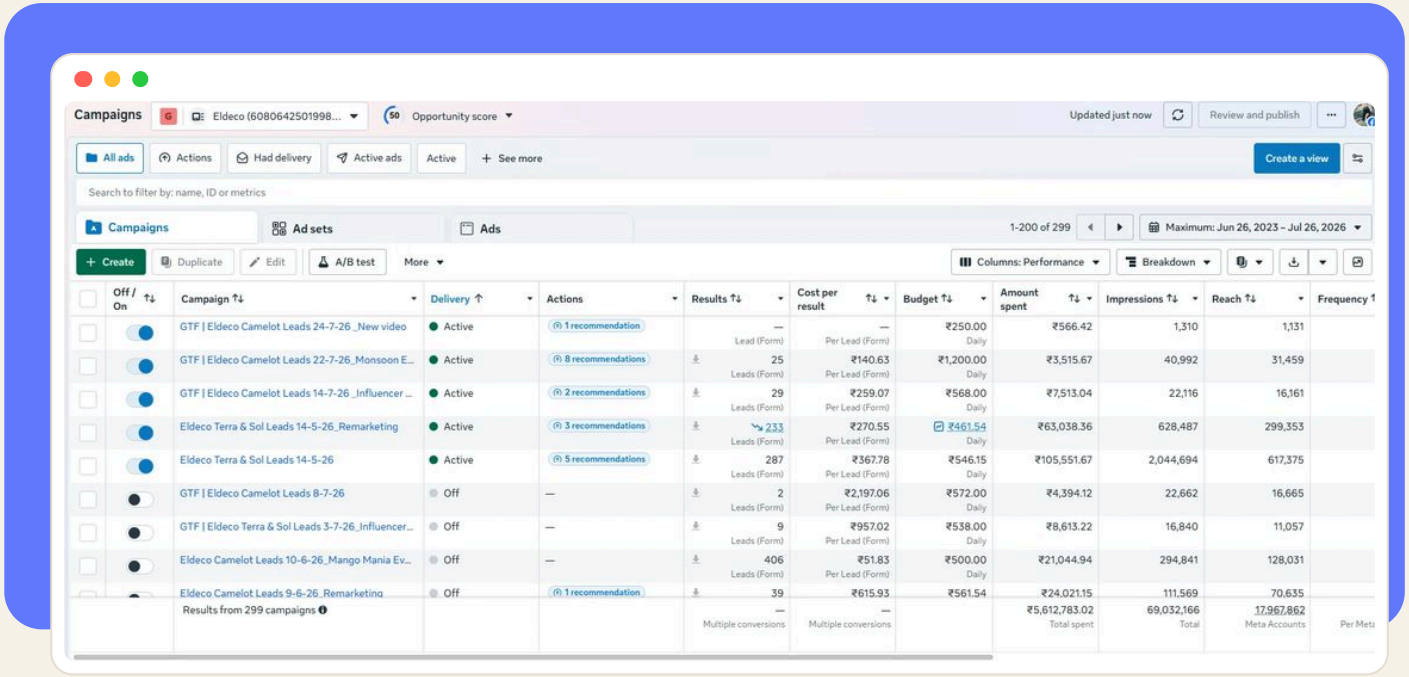
META ADS

299

campaigns run

Eldeco · Meta Ads

299 campaigns: lead forms, remarketing and influencer creatives.



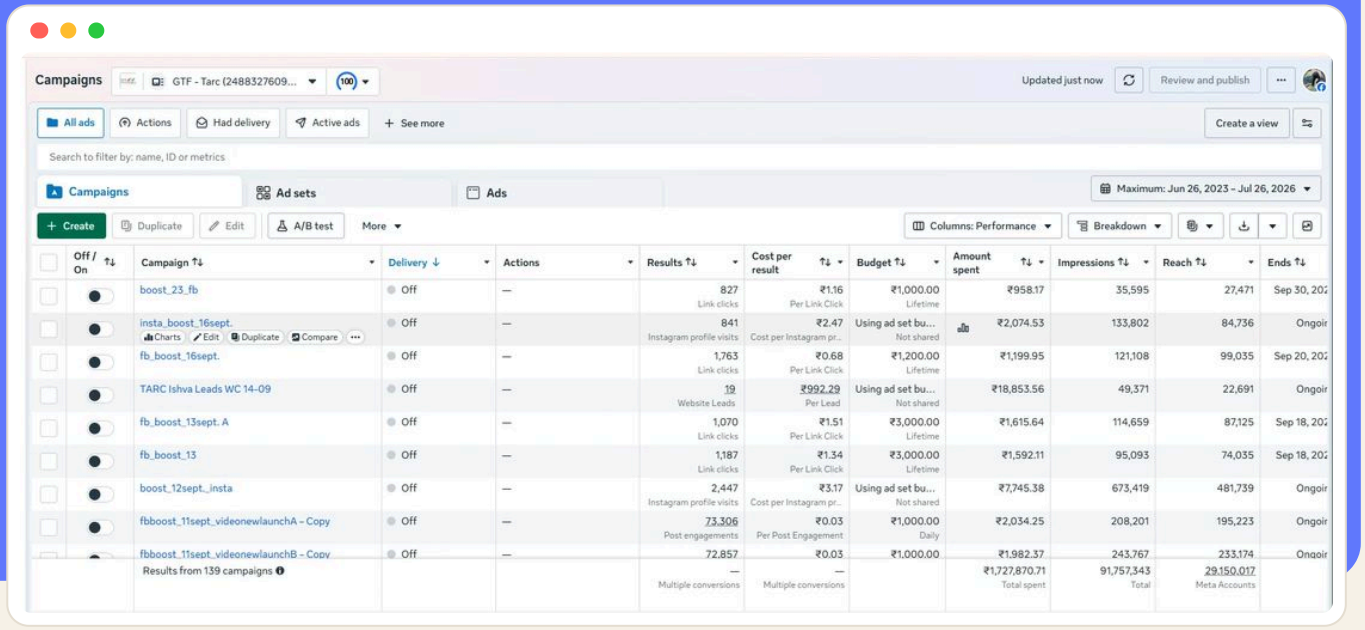
META ADS

139

campaigns run

Tarc · Meta Ads

139 campaigns across Facebook and Instagram.



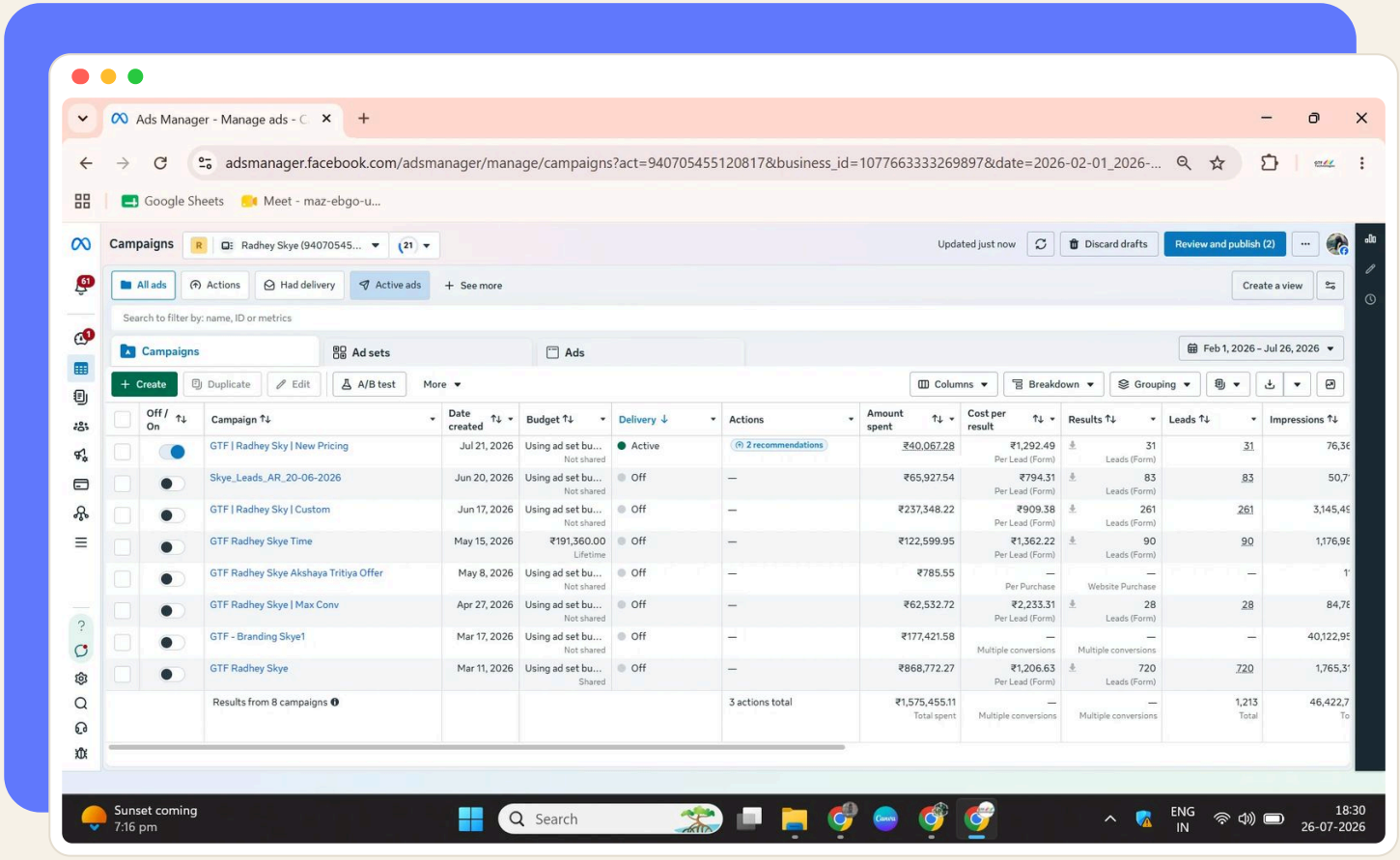
META ADS

1,213

leads from 8 campaigns

Radhey Skye · Meta Ads

1,213 leads from 8 campaigns.



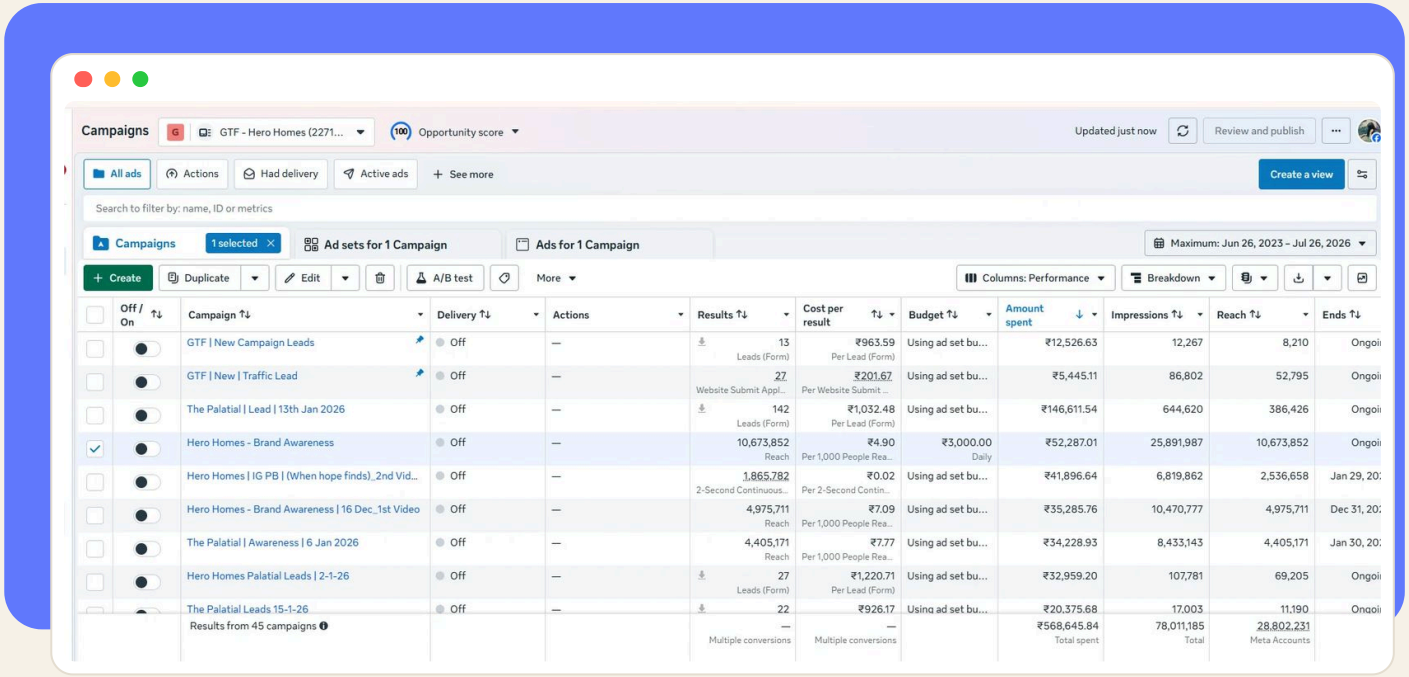
META ADS

45

campaigns run

Hero Homes · Meta Ads

45 campaigns: brand awareness, video views and lead gen.



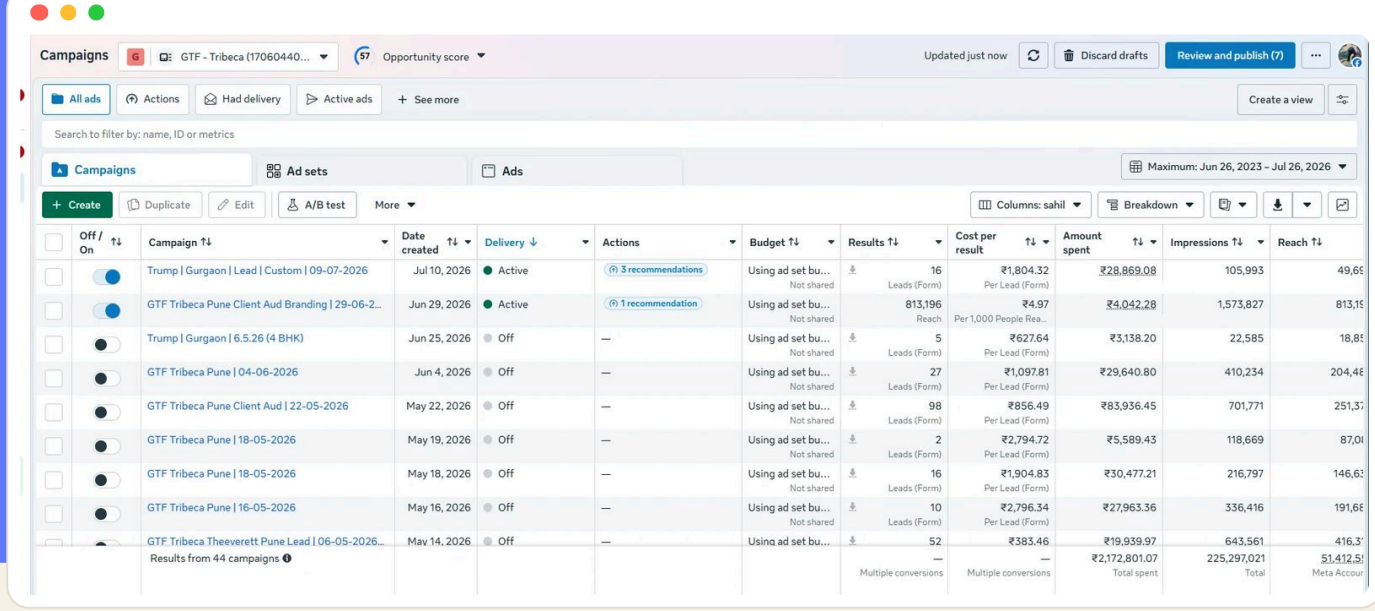
META ADS

44

campaigns run

Tribeca · Meta Ads

44 campaigns for Trump Towers Gurugram and Pune.



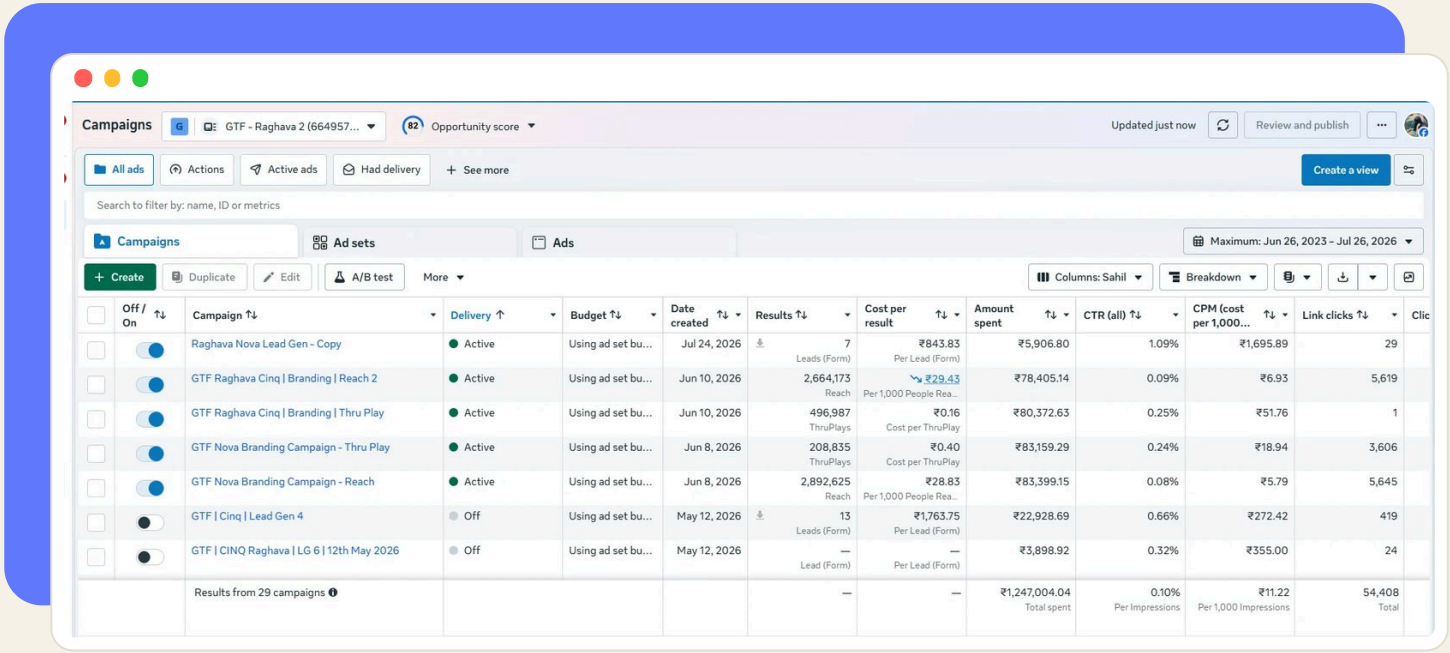
META ADS

29

campaigns run

Raghava · Meta Ads

29 campaigns: branding, reach and lead gen.



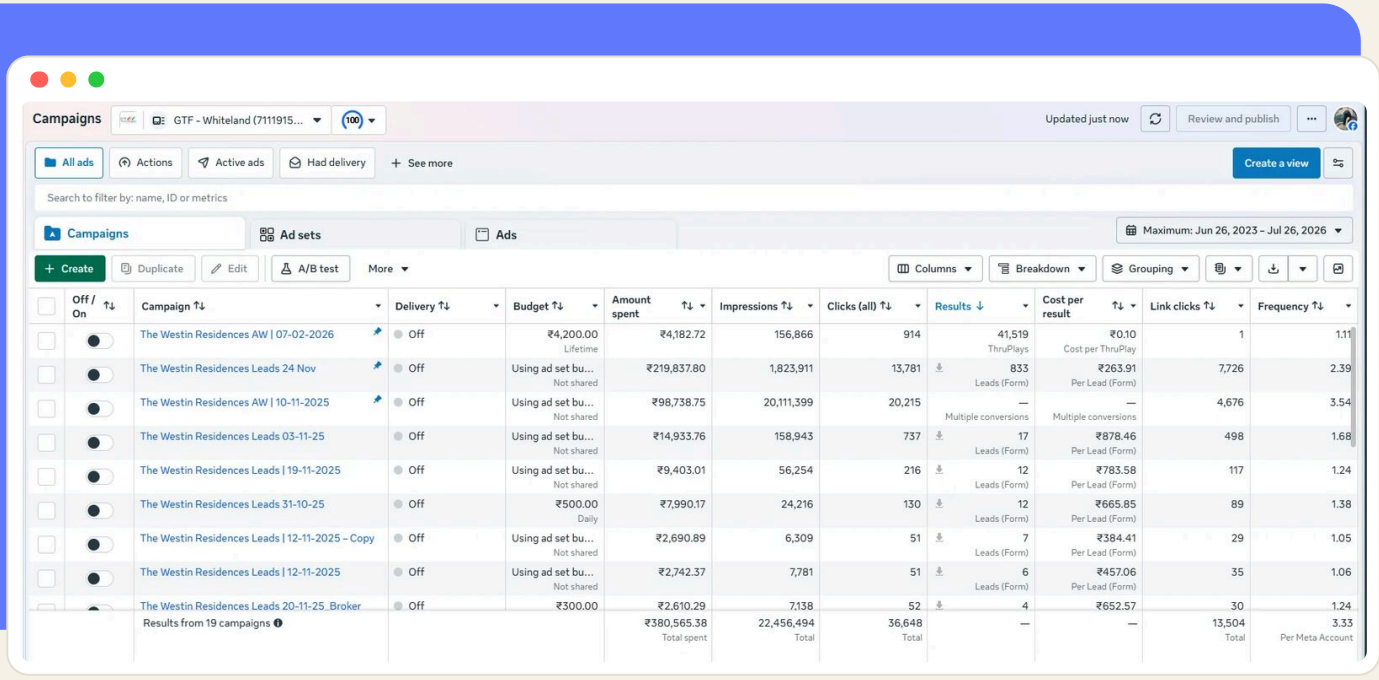
META ADS

19

campaigns run

Whiteland (The Westin Residences) · Meta Ads

19 campaigns for luxury residences.



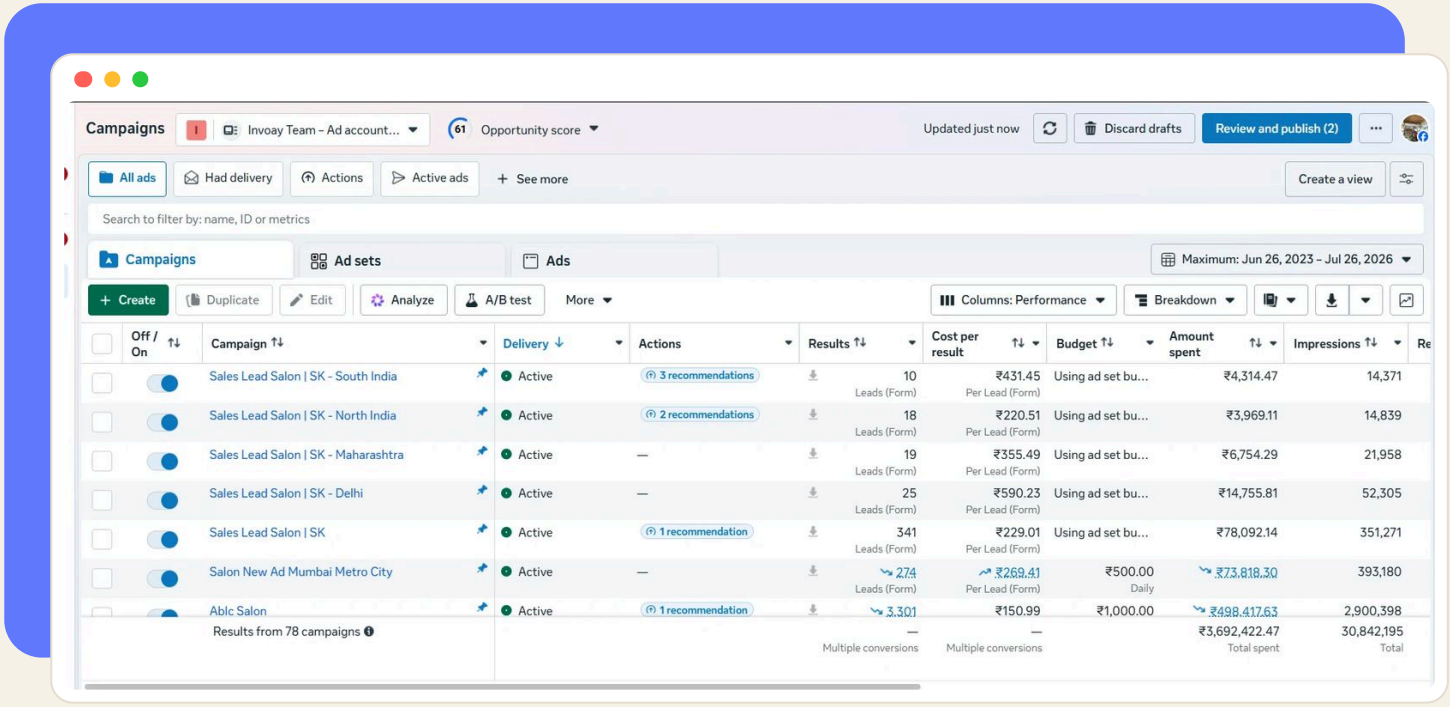
META ADS

78

campaigns run

Invoay (salon software) · Meta Ads

78 campaigns for city-wise salon software leads.



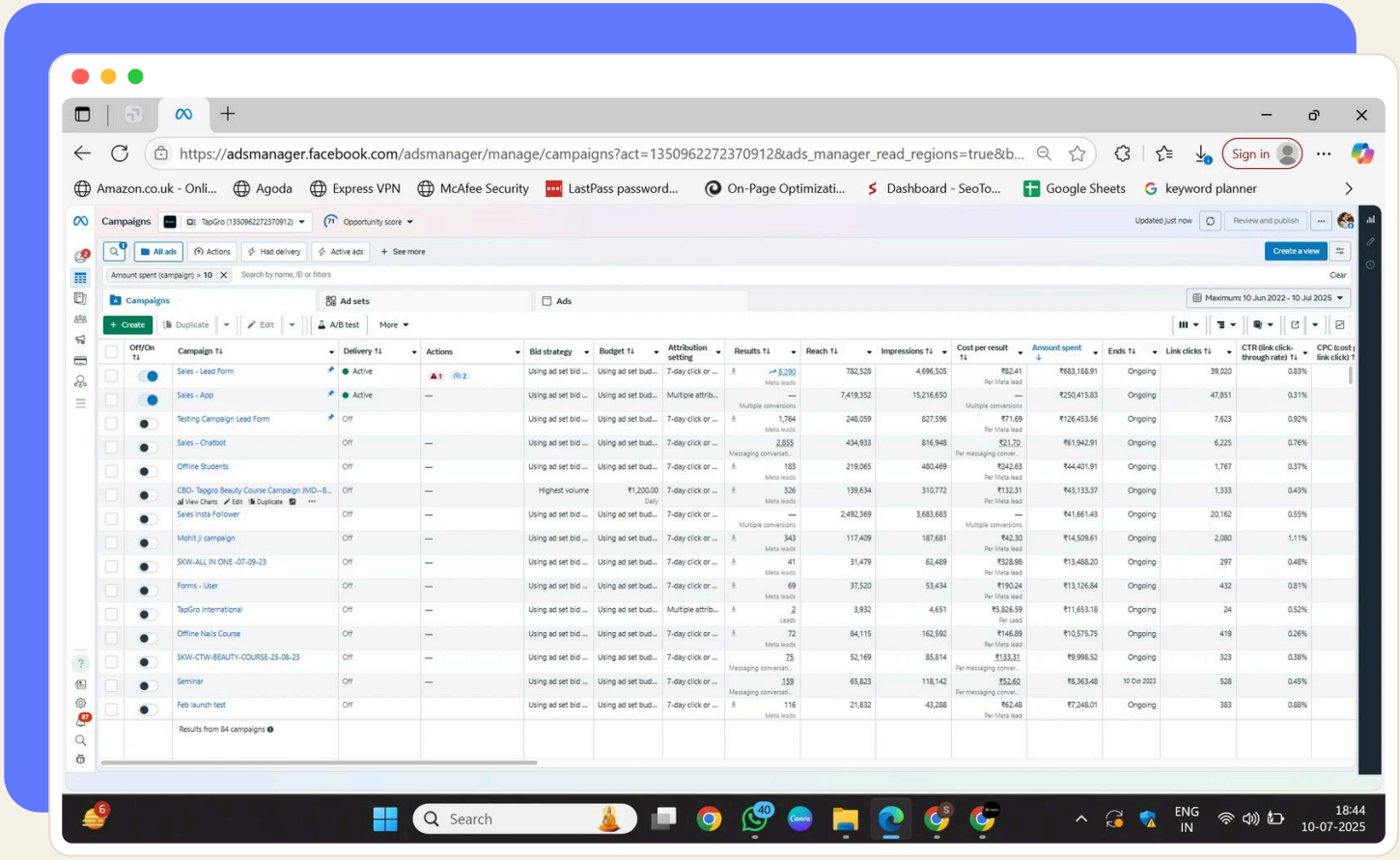
META ADS

85

campaigns run

TapGro · Meta Ads

85 campaigns: leads, app installs and sales.

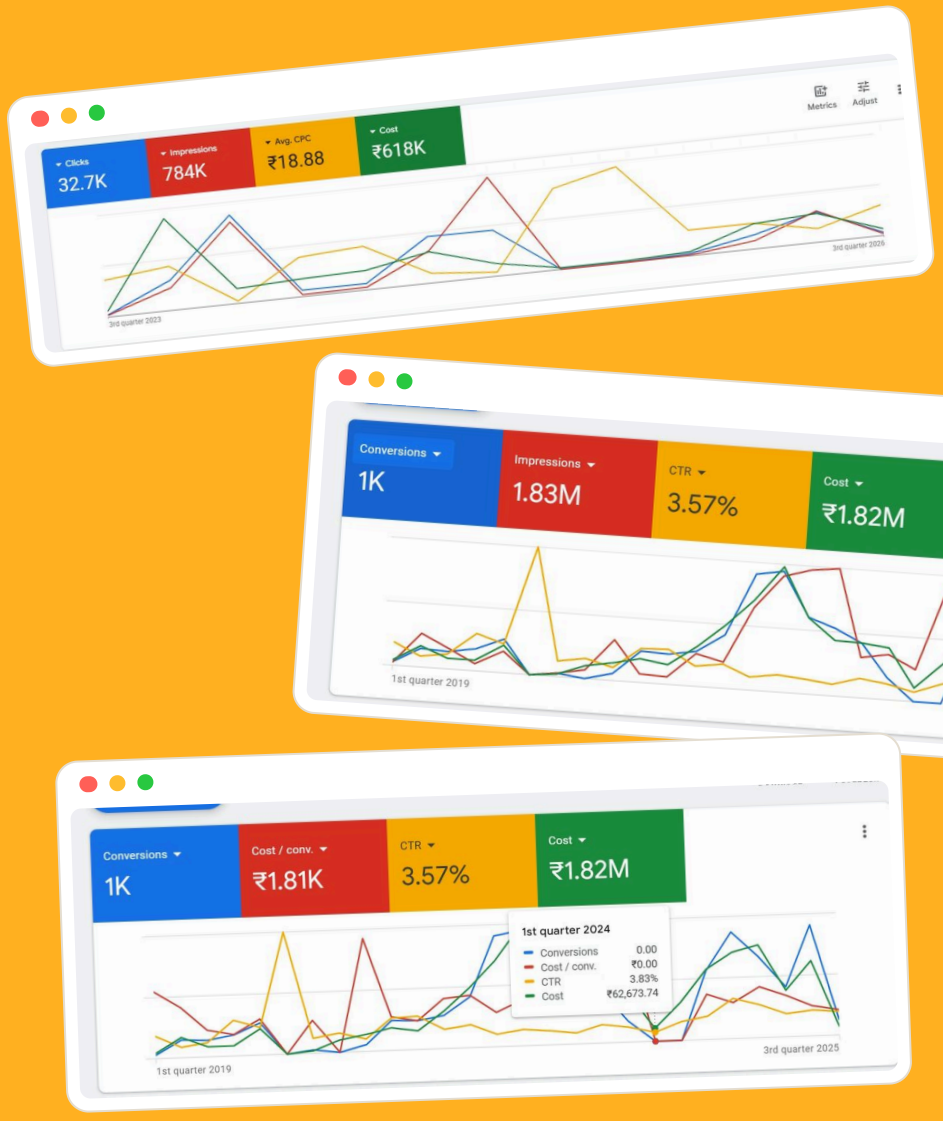


05

WORK · 3 SCREENSHOTS

Google Ads

Search and Performance Max campaigns for software and apps, judged on conversions and cost per click.



32.7K
clicks for Invoay

1K
conversions for TapGro

1.83M
impressions

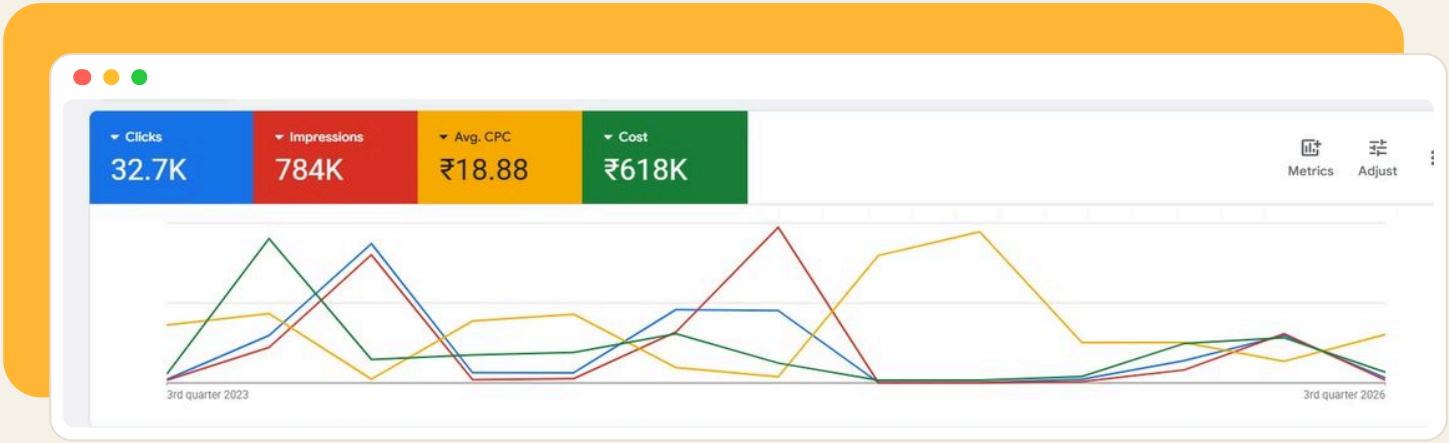
GOOGLE ADS

32.7K

clicks at ₹18.88 CPC

Invoay · Google Ads

32.7K clicks and 784K impressions at ₹18.88 average CPC.



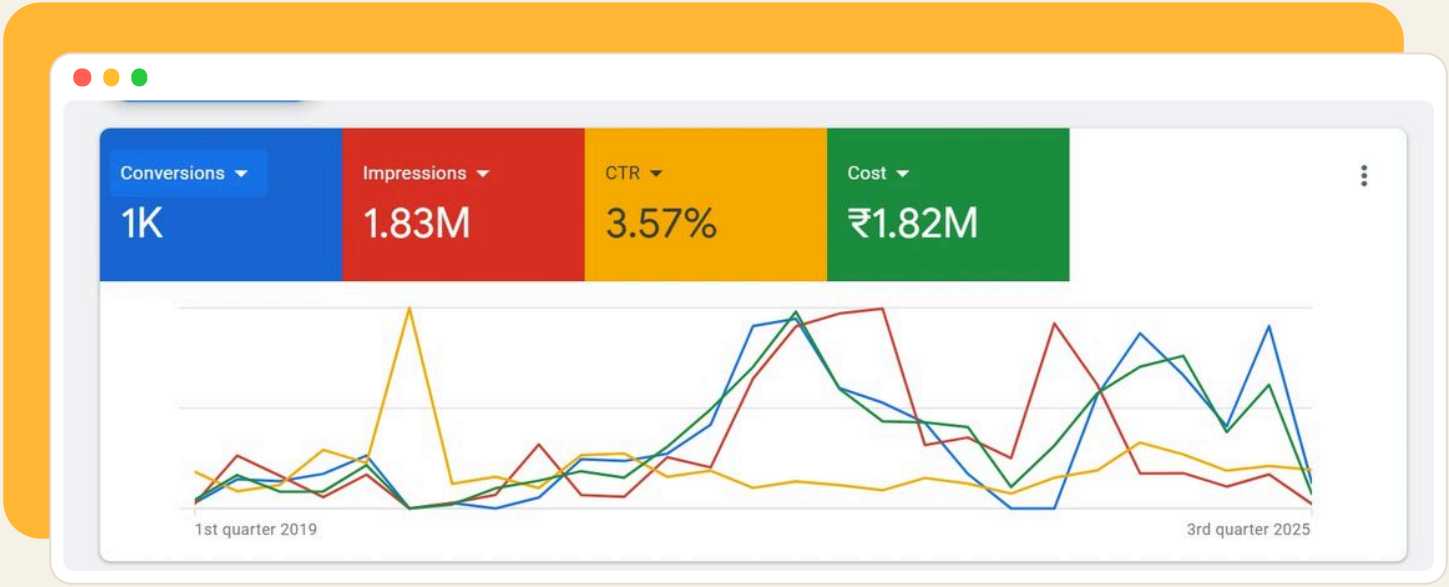
GOOGLE ADS

1K

conversions

TapGro · Google Ads

1K conversions, 1.83M impressions, 3.57% CTR.



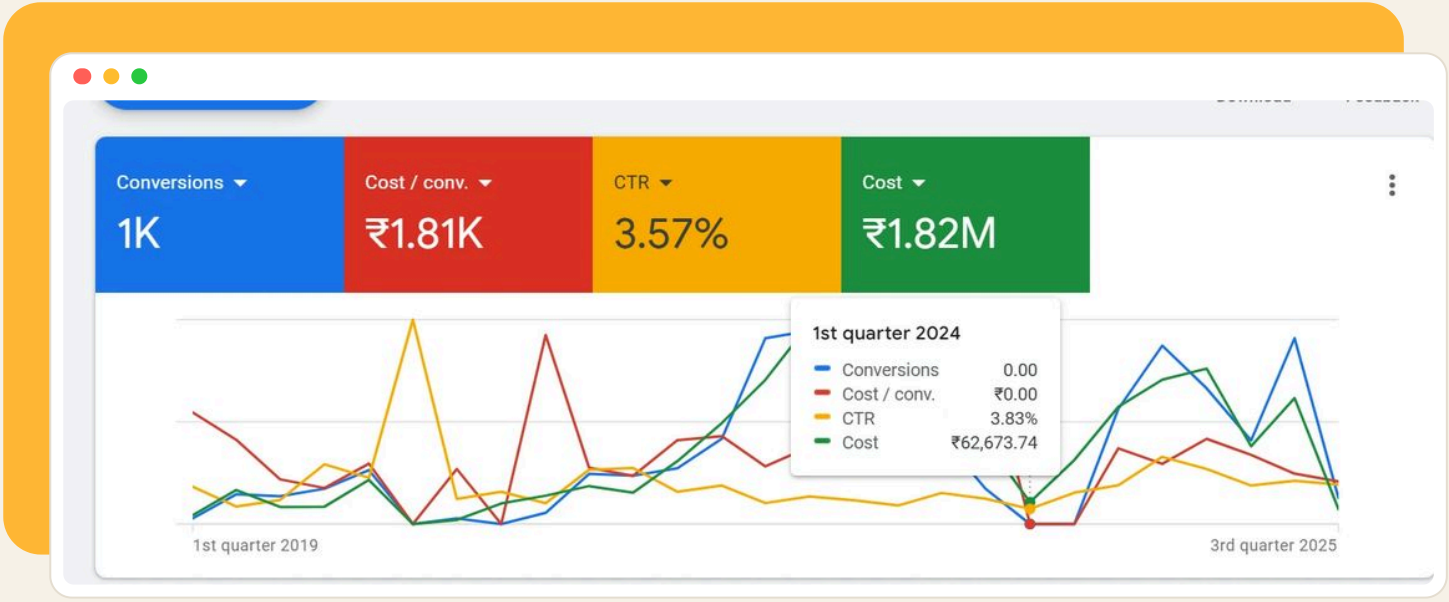
GOOGLE ADS

3.57%

click-through rate

TapGro · Google Ads (cost view)

Conversion and cost trend over the account's life.



06

WORK · 3 SCREENSHOTS

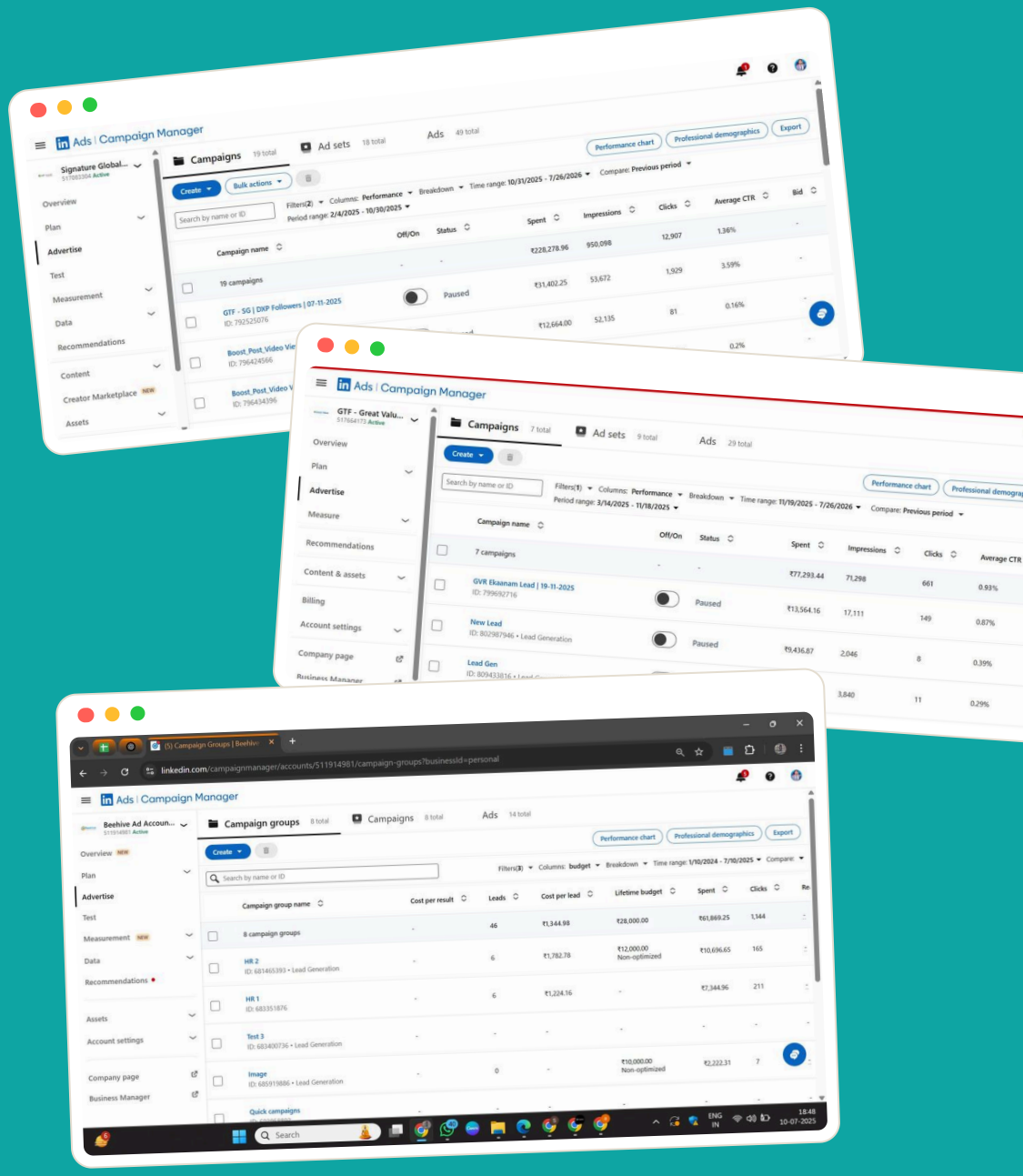
LinkedIn Ads

B2B and premium real estate campaigns aimed at decision makers by job title, industry and company size.

950K
impressions

12.9K
clicks

46
B2B leads



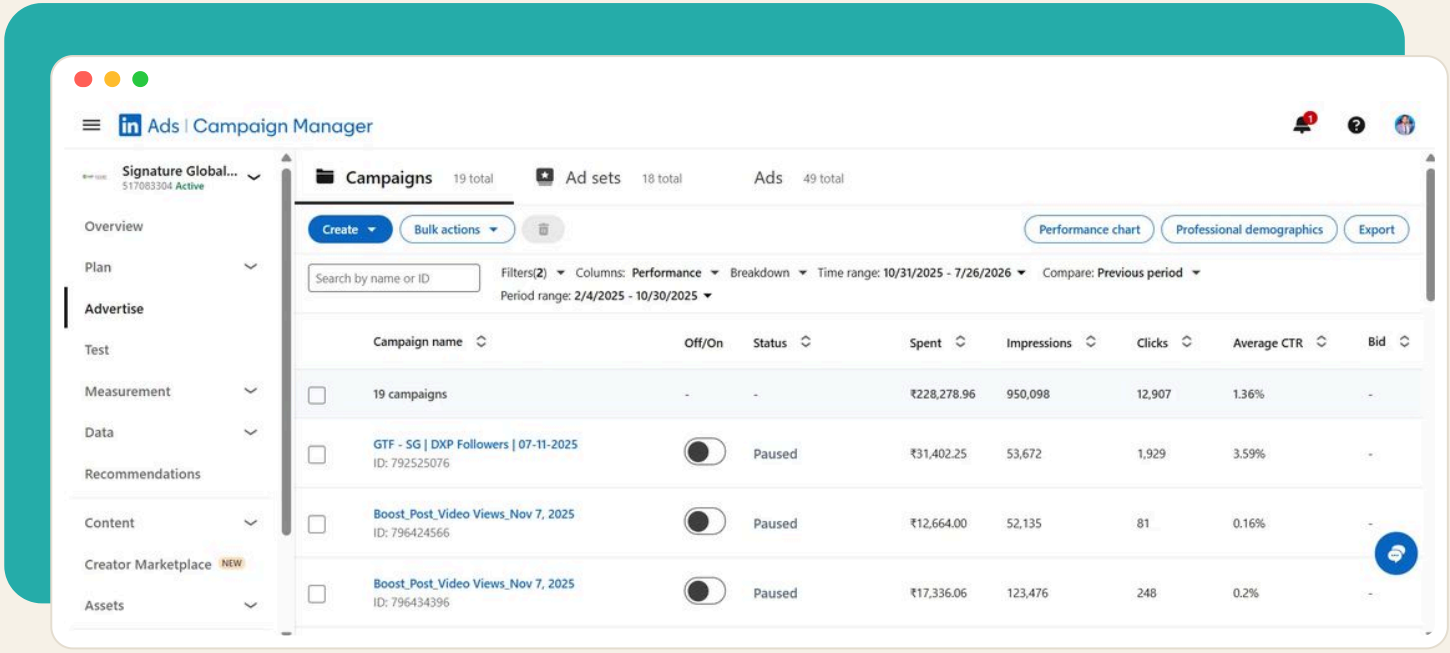
LINKEDIN ADS

950K

impressions

Signature Global · LinkedIn Ads

950K impressions and 12.9K clicks at 1.36% CTR.



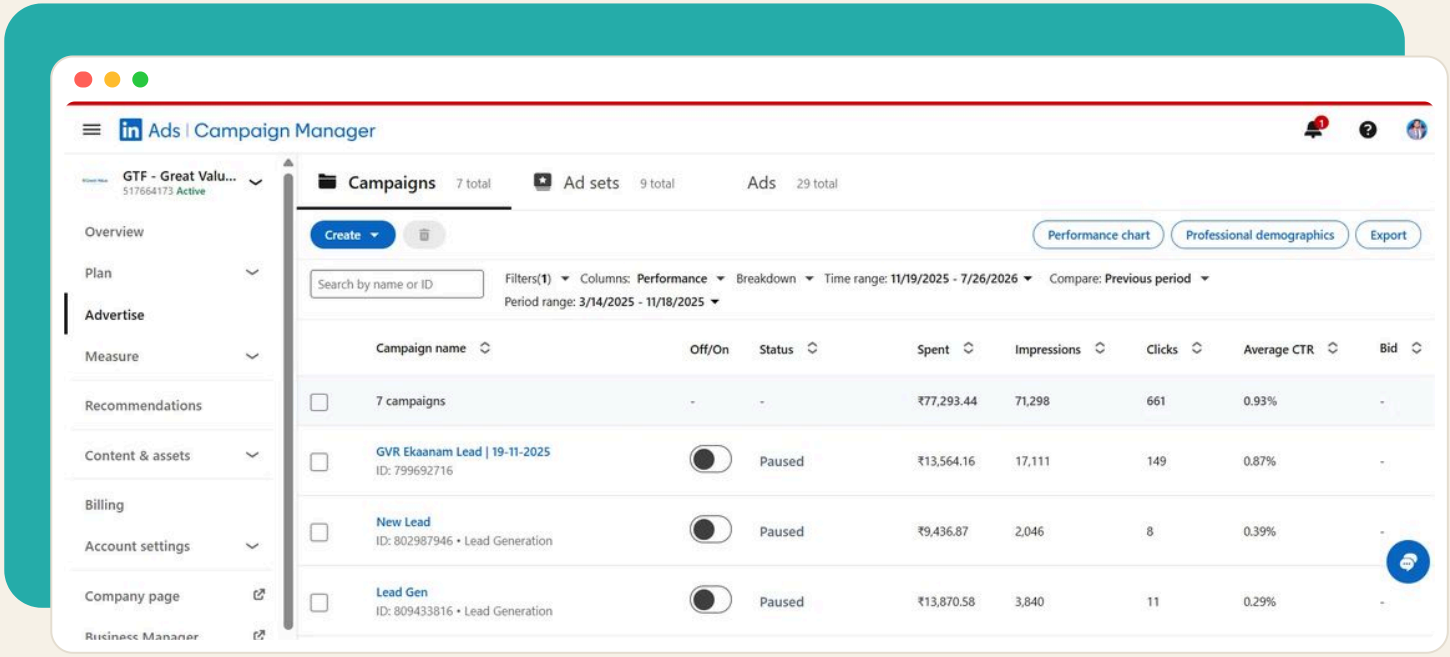
LINKEDIN ADS

7

lead-gen campaigns

Great Value · LinkedIn Ads

7 lead-gen campaigns for real estate.



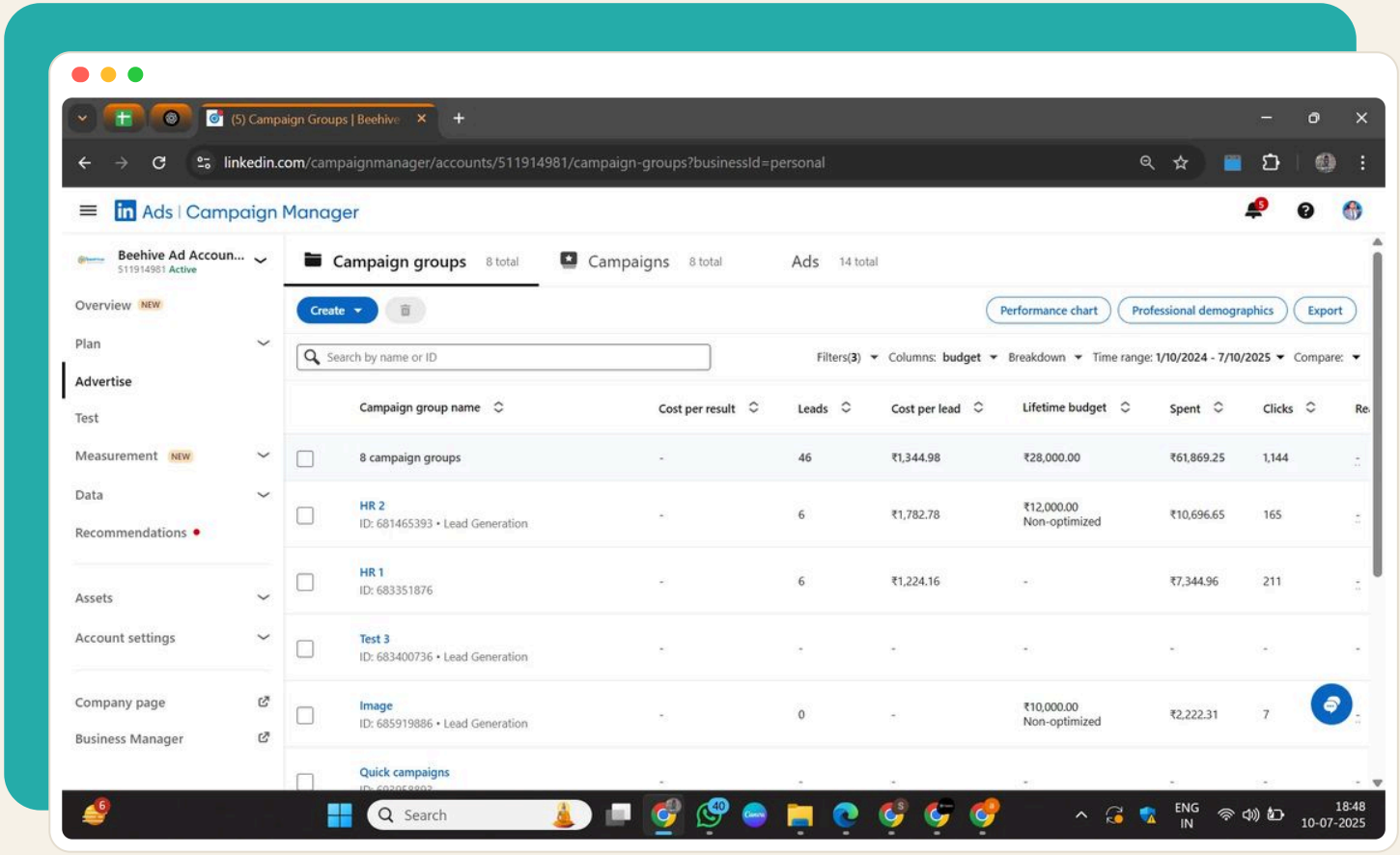
LINKEDIN ADS

46

B2B leads

Beehive · LinkedIn Ads

46 B2B leads from 8 campaign groups.



07

WORK · 4 SCREENSHOTS

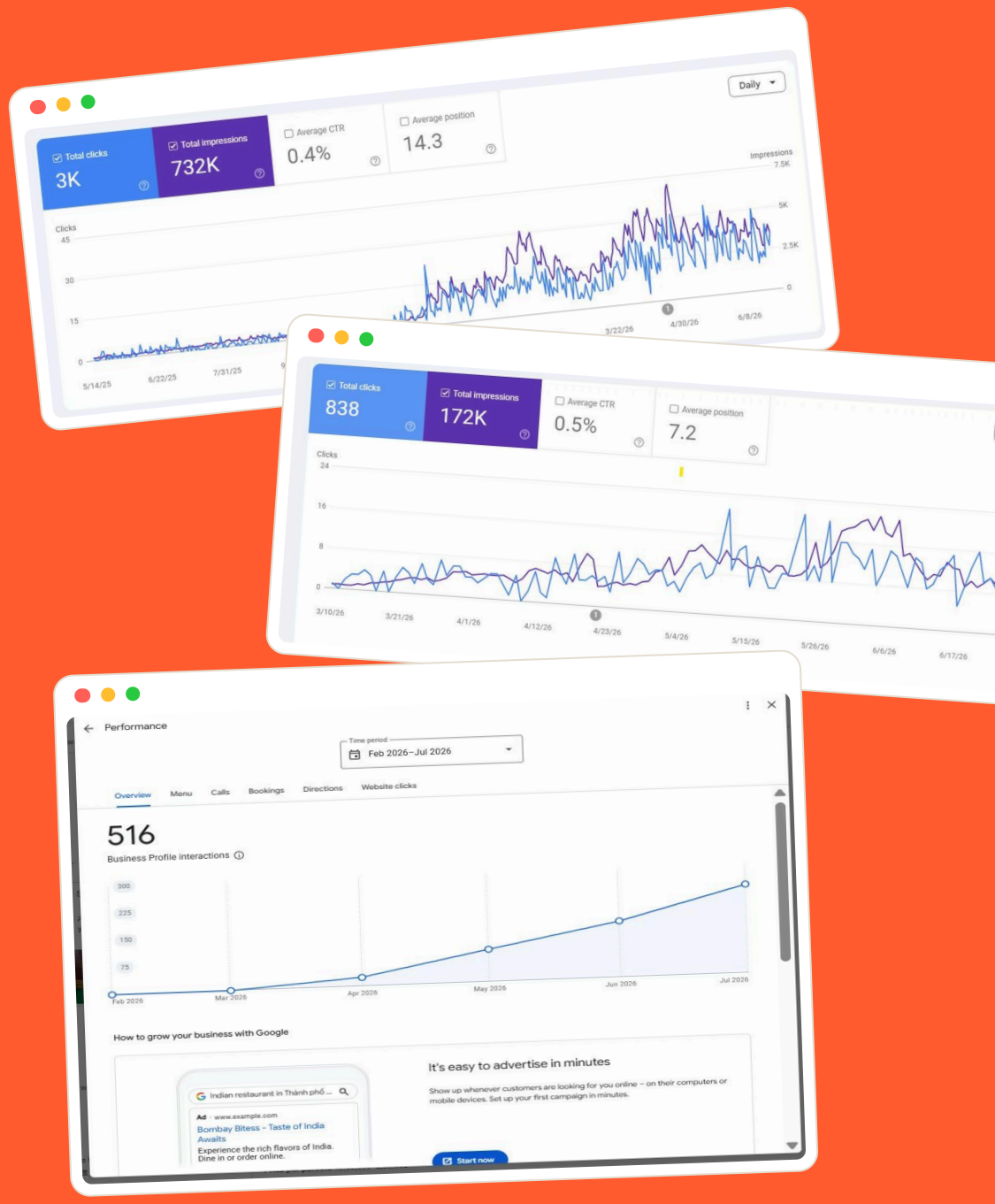
SEO & Local SEO

Organic growth in Google Search Console and local results from Google Business Profile.

732K
impressions

172K
in under 4 months

516
GBP interactions



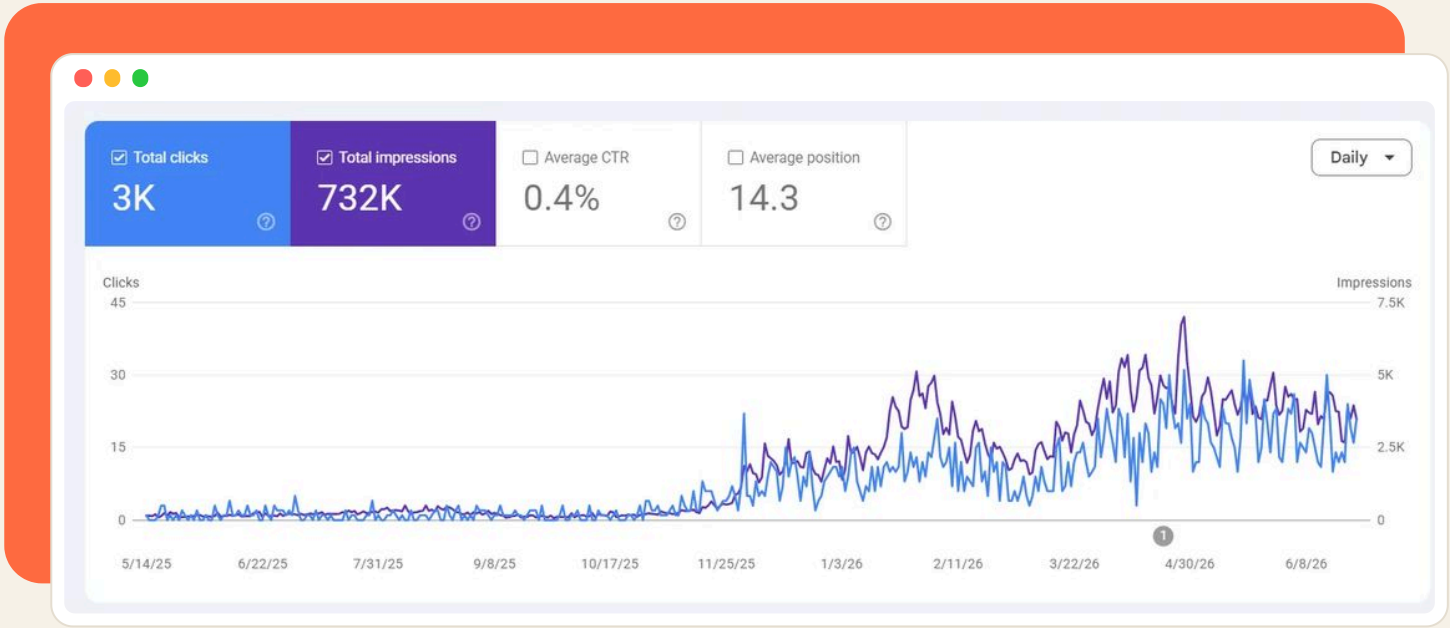
SEO & LOCAL SEO

732K

impressions in 14 months

Prime · SEO (Search Console)

3K clicks and 732K impressions in 14 months.



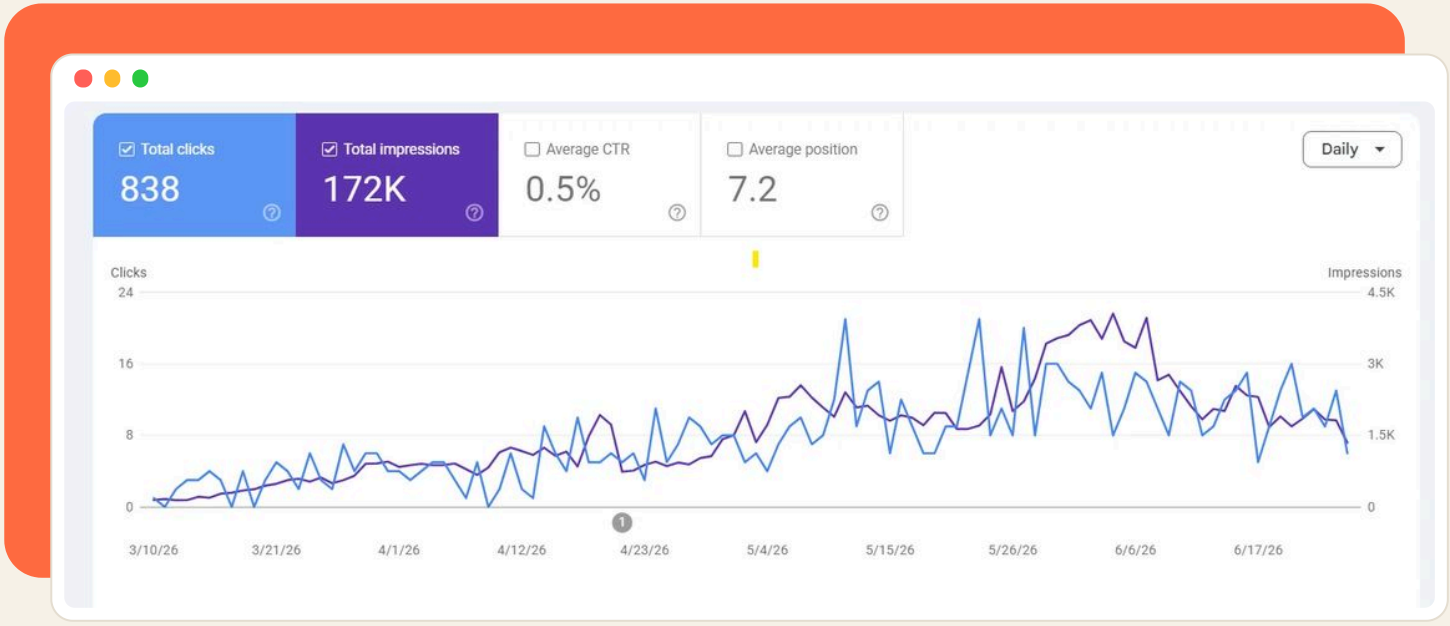
SEO & LOCAL SEO

172K

impressions in under 4 months

Punjabi restaurant · SEO (Search Console)

838 clicks and 172K impressions in under 4 months.



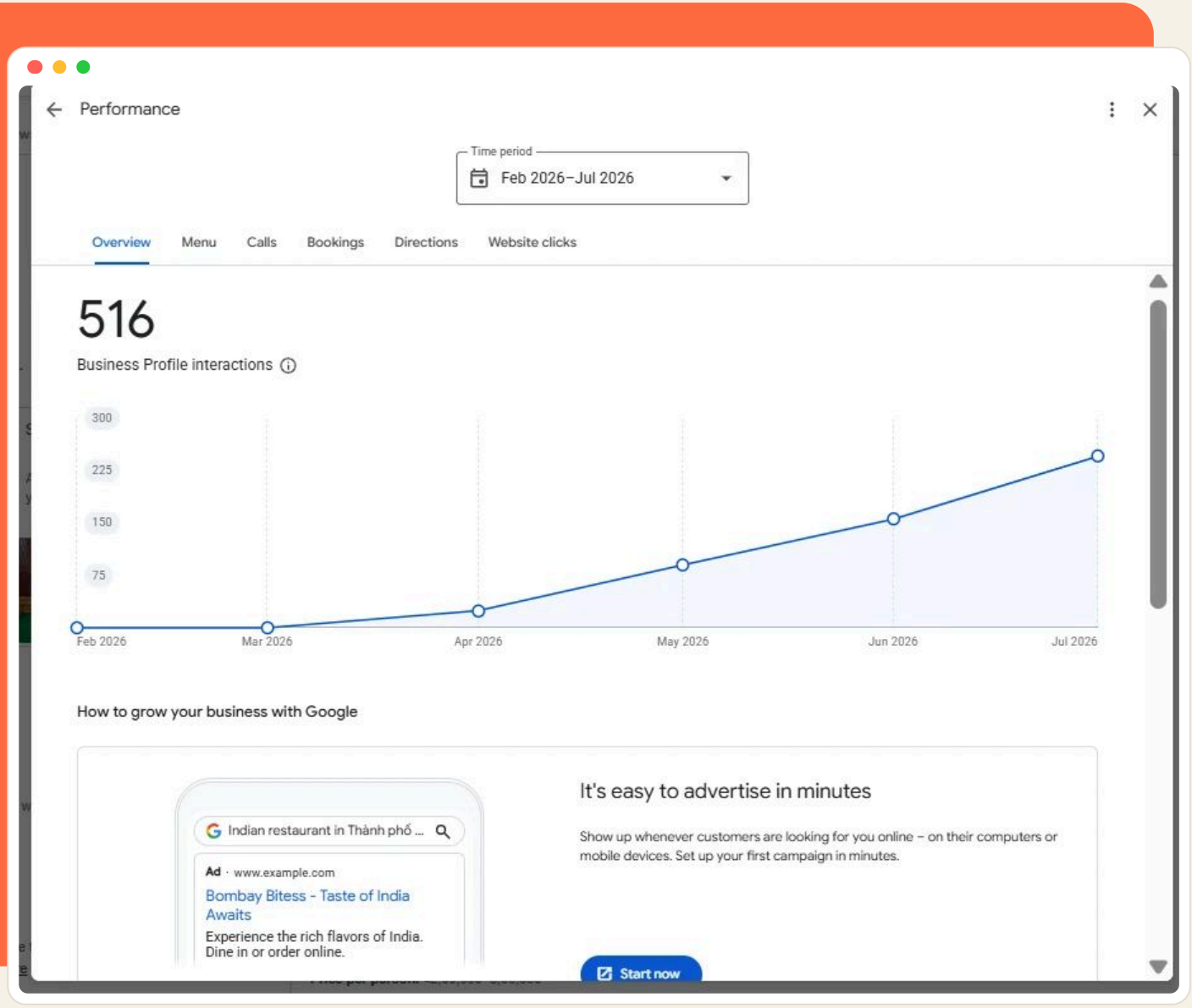
SEO & LOCAL SEO

516

profile interactions

Punjabi restaurant · Google Business Profile

516 profile interactions, Feb–Jul 2026.



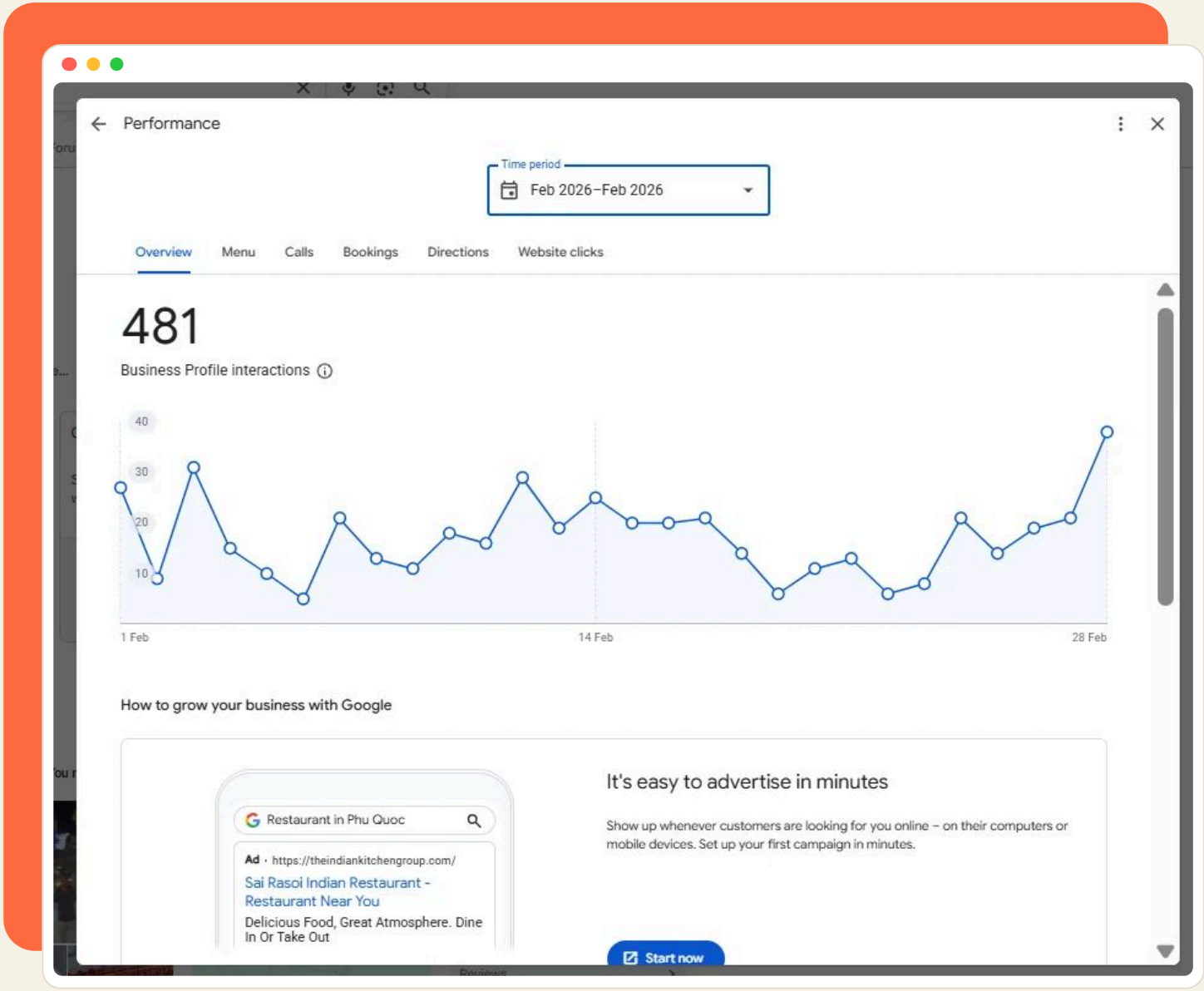
SEO & LOCAL SEO

481

interactions in one month

Sai Rasoi · Google Business Profile

481 profile interactions in one month.



08

WORK · 4 SCREENSHOTS

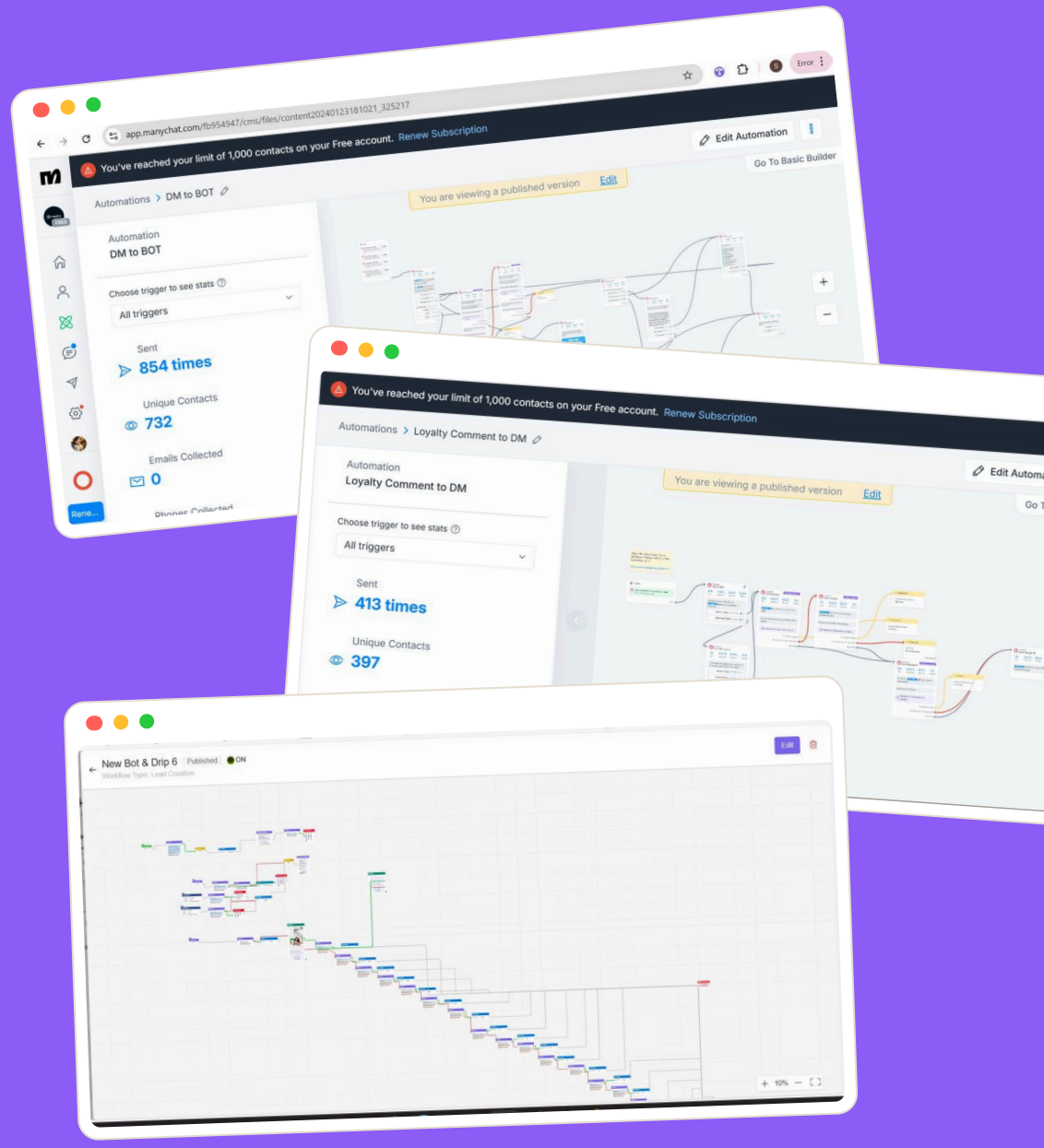
Automation

ManyChat DM bots and CRM workflows, so every lead gets a fast reply and a follow-up.

854
DMs sent by a bot

413
comment replies

1 lakh+
leads collected



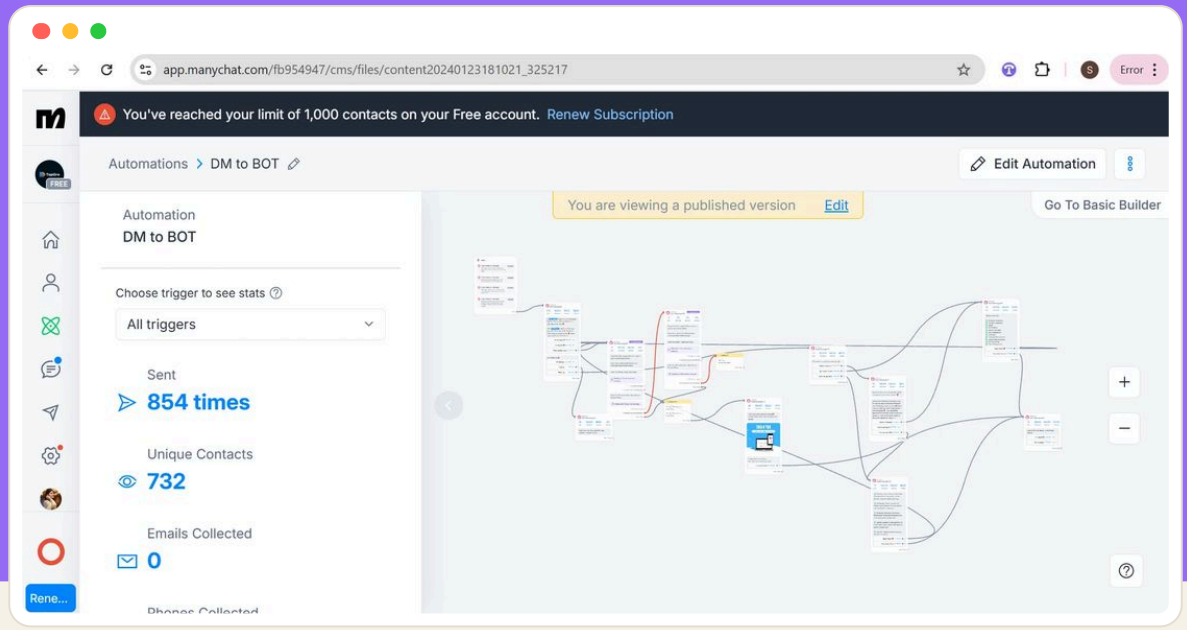
AUTOMATION

854

automated messages

Instagram DM bot (ManyChat)

854 messages sent to 732 people automatically.



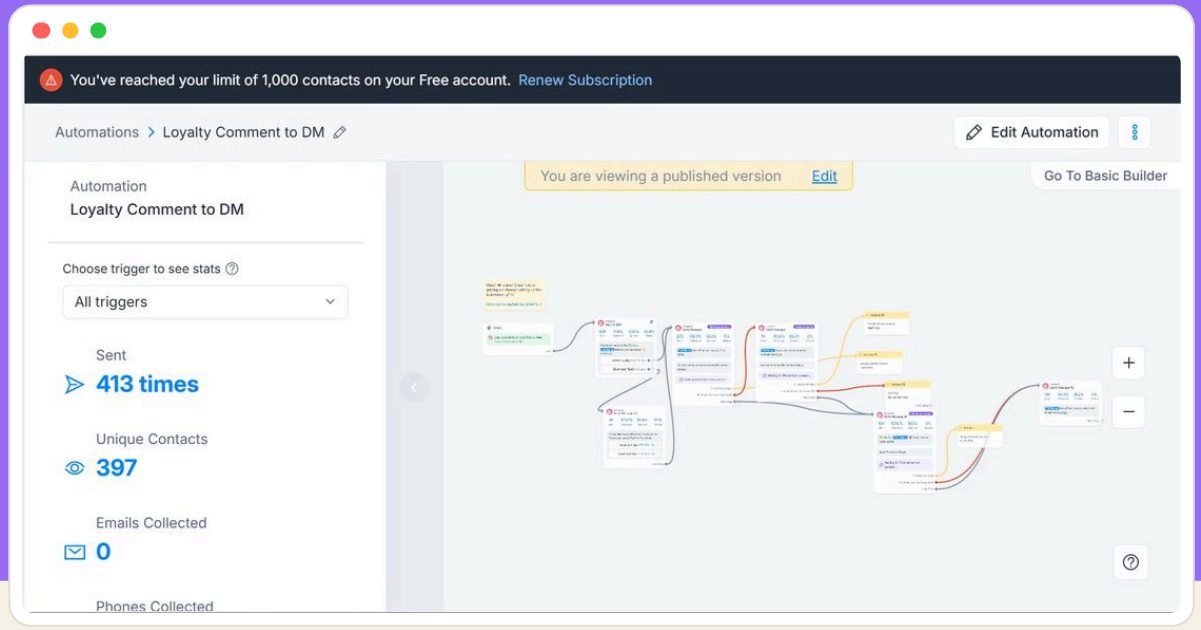
AUTOMATION

413

automated replies

Comment-to-DM automation (ManyChat)

413 replies sent to 397 people.



AUTOMATION

CRM workflow: lead creation

New leads from ads created and followed up with a drip.



AUTOMATION

CRM workflow: lead updating

Lead status updated automatically through the funnel.



09 — RESEARCH

K-ROAS: a better way to measure ad returns in B2B

Normal ROAS only counts money already collected, so long B2B sales cycles look bad on paper. I built the Keshri Predictive ROAS model (K-ROAS), which adds open pipeline value weighted by your real win rate. In my tests it predicted final ROAS within about 5% of actual revenue.

K-ROAS = (Collected revenue + Pipeline value × Win rate) ÷ Ad spend

Published July 2025 · SSRN abstract 5347769 · Zenodo DOI 10.5281/zenodo.15862288



LET'S TALK

Let's grow your numbers.

WHATSAPP / CALL
+91 70119 96393

EMAIL
sahilkeshri52@gmail.com

WEBSITE
sahilkeshri.in

LINKEDIN
/in/sahil-keshri

