

PROFESSIONAL SUMMARY

Strategic and performance-driven Digital Marketing Manager with 10+ years of experience across e-commerce, education, and consultancy domains. Proven ability to drive 300% revenue growth, improve ROAS by 4.2X, generate qualified leads (+45%), and mentor over 500+ students to successful digital careers. Expertise in SEO, SEM, Paid Media, CRO, and MarTech tools like Google Analytics, Meta Ads Manager, HubSpot, and SEMrush. Adept at aligning campaigns with business goals to drive brand visibility, customer engagement, and market expansion.

CORE COMPETENCIES

- Performance Marketing (Google Ads, Meta Ads)
- ROI & ROAS Optimization
- Team Leadership & Cross-Functional Collaboration
- Email & Affiliate Marketing
- Campaign Analytics & Reporting
- CRM, HubSpot, GA4, SEMrush
- SEO/ASO Strategies
- Brand Building & Lead Generation

EDUCATION

B.com. (2013 - 2018)
Delhi University

Class XII - 2012 - 2013
P.M.S Public School, Moradabad

Class X - 2010 - 2011
P.M.S Public School, Moradabad

SKILLS

Canva	CRM	ECommerce
Google Analytics	Grammarly	
HubSpot	Jasper	Mailchimp
MarTech	SEMRush	SEO
Chat GPT	Instagram	AB Testing

LANGUAGE

- English
- Hindi

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING MANAGER Sept 2022 – Present

Sutra Management Consultancies | Effiya Technologies, Noida

- Drove a 70% increase in organic + paid traffic and improved lead conversion by 45% in under 12 months.
- Improved campaign conversion rate by 25% through continuous A/B testing, GA4 analysis & UX feedback.
- Spearheaded paid ad strategy yielding ROAS of 3.8X across LinkedIn, Google, and Meta platforms.
- Orchestrated compliance-focused webinars resulting in CPL reduction by 30% and qualified pipeline growth.
- Collaborated with product & tech to integrate lead scoring & marketing automation using HubSpot.
- Mentored a team of 6+ digital professionals and aligned marketing KPIs with business OKRs.

DIGITAL MARKETING TRAINING HEAD & CENTRE HEAD Jan 2020 – Jun 2022

Digiperform, Noida | Moradabad

- Trained over 500+ students, enabling many to monetize their skills in blogging, social media & digital services.
- Designed fast-track training curriculum with 90% student completion rate and strong alumni feedback.
- Scaled training across India and abroad, contributing to 25% YOY growth in center enrollments.
- Led the transition from Trainer → Head Trainer → Branch Head within 2 years through consistent impact.
- Speaker at YES Summit, Moradabad, advocating for youth entrepreneurship in export industry.

SR. DIGITAL MARKETER June 2018 – Dec 2019

Elitify

- Led 360° marketing campaigns across e-commerce, boosting revenue by 300% with only 20% budget lift.
- Delivered ROAS of 4.2X via data-led optimizations on Google, Facebook, Instagram & influencer networks.
- Managed affiliate ecosystem, increasing affiliate-driven revenue by 55% YoY.
- Supervised creative, SEO, and email teams to align all verticals with a unified brand strategy.

KEY ACHIEVEMENTS

TopTrainer Award NorthIndia, Digiperform, 2021
Achieved a remarkable 300% revenue growth across multiple campaigns, significantly enhanced ROAS and nurtured future digital marketers

Featured Speaker

Invited speaker at the YES Summit 2022, contributing to discussions on youth entrepreneurship in the export industry

AI & AUTOMATION TOOLS

- ChatGPT, Google Gemini, Copy.ai, Jasper, AdCreative.ai
- Canva AI, Grammarly, MarketMuse, SurferSEO
- HubSpot Workflows, GetResponse AI, Mailchimp Predictive Sending

EXPERIENCE

DIGITAL MARKETING EXECUTIVE

Jan 2015 – Apr 2018

Boomerang Digital LLC

- Elevated agency to a full-service MarCom partner, delivering unified print + digital solutions.
- Performed audits for global clients, improving digital performance metrics by 30–50% post-implementation.
- Headed social & web teams, boosting follower engagement by 2.5X across platforms and improving website bounce rates by 20%.

VOLUNTEER & COMMUNITY WORK

- Mentored underprivileged youth in Moradabad on basic digital marketing via weekend bootcamps.
- Conducted free SEO workshops for small local exporters to help them go online.