

## **PANKAJ JAISWAL**

Marketing Operations & Analytics Specialist | HubSpot | GA4  
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## **Professional Summary**

Data-driven and results-oriented marketing leader with 12+ years of experience in digital marketing, 6+ years in leadership roles. Proven ability to develop and execute ROI-focused strategies across SEO, paid media, content, automation, and analytics. Adept at leading cross-functional teams, scaling performance marketing initiatives, and aligning digital efforts with overarching business goals. Experienced in managing client expectations, optimizing customer journeys, and driving measurable KPIs including CAC, ROAS, and LTV.

## **Skills**

- Strategic leadership in digital marketing, aligning campaigns with business growth goals.
- Led high-performing marketing teams with focus on execution, mentorship, and performance metrics.
- Owned and executed integrated campaigns across SEO, SEM, content, paid media, and automation.
- Proven track record in improving ROAS, reducing CAC, and optimizing conversion funnels.
- Strong project management and stakeholder alignment between clients, sales, and creative teams.
- Expertise in CRM, campaign analysis, and customer journey optimization using tools like GA4, HubSpot, and Microsoft Clarity.
- Consistent record of increasing organic traffic, branded search, and lead acquisition through data-driven strategies.

## **47Billion Information Technology**

### **Product/Digital Marketing Specialist → Digital Marketing Lead (Mar 2019–Present)**

- Directed a cross-functional team to execute full-funnel digital strategies across B2B/B2C clients in the US, Canada, and India.

- Acted as the strategic bridge between client stakeholders and internal teams ensuring accountability, performance, and alignment with KPIs.
- Managed campaign performance dashboards and delivered weekly, monthly performance reports to leadership.
- Analyzed digital marketing funnel and optimized conversion paths, leading to 25%+ increase in MQL-to-SQL conversion.
- Successfully implemented strategies to improve SEO-driven organic traffic by 40% YoY and enhanced brand presence.
- Oversaw planning and delivery of multi-channel paid campaigns, improving ROAS by 30% within 6 months.
- Contributed to improving customer LTV and retention through targeted remarketing and content automation strategies

**Sr. SEO & Digital Marketing Executive | Onters – Indore | Sep 2018 – Mar 2019**

**Sr. SEO & Digital Marketing Executive | Infograins Software Solutions – Indore | Mar 2018 – Aug 2018**

**SEO & Digital Marketing Executive | Oxzin Infotech – Indore | Feb 2016 – Mar 2018**

### **Key Projects**

7Seers.ai | KestrelPro.ai | CG Mercedes | Genuine Fashion Token | Infograins (India & UAE) | Avenues Cosmetic

### **Certifications**

- HubSpot Marketing Hub Certification
- Google Analytics (GA4)
- SEMrush Site Audit Certification
- Google Ads Display
- Google Digital Marketing Fundamentals

### **Education**

MBA – Information Technology & Marketing | DAVV Indore

B.E. – Information Technology | RGPV Bhopal