

Manish Yadav

Digital Marketing Expert | 7.5+ Years

📍 Delhi, India

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🏠 50+ Projects Managed

🌐 LinkedIn

Professional Summary

Performance driven Digital Marketing Professional with 7.5+ years of experience, leading data-backed, high-ROI campaigns, organic growth & 360° marketing initiatives.

Results oriented, delivering measurable outcomes across multiple industries at National & International levels.

Industry Experience

Luxury Fashion & Products	Luxury Lifestyle & Travel	Indian Government	Telecom (eSIM)
News & Media	Higher Education	E-Commerce & Retail	Technology & IT
Mining & Minerals	Recycling & Sustainability	Manufacturing & Industrial	Marketing Agency
Retail & Consumer Products	Business Consulting Firm	Nonprofit Organization	Healthcare & Wellness
Real Estate & Property	Drone Technology		

Professional Experience

Digital Marketing Manager

Mazzi Infosolutions

January 2024 - Present

1 yr 11 mos | Noida, UP

- Scaled traffic 25×, from 800 to 20,000+ daily new relevant global customers.
- Designed WP CMS websites from scratch, SEO optimized, speed, responsiveness, UI & UX.
- Led BD research, deeply analyzing customer needs & market insights to shape products for sales.
- Executed high-volume Paid Google, Meta, Shopee & Lazada campaigns, driving global sales & leads.
- Directed SEO initiatives, maximizing organic traffic & conversions through strategic keyword rankings.
- Ranked 11,000+ keywords globally on SERPs, including 170+ in the top 3 and 1,200+ on the first page.
- Delivered 12× ROAS worldwide via Google Ads, converting ₹30,000,000 spend into ₹360,000,000+ revenue.
- Listing products on international marketplaces with SEO, driving top marketplace & SERP rankings for sales.
- Managed multi-channel paid ads-Search, Display, Retargeting, P-Max, Demand Generation & app installs, for low CPL/CPS/CPC & Max Conversion.

Key Projects Managed:

• Airhub eSIM	• eSIM Cards UK	• Falco Robotics
• Tatva Tech Digital	• Oscar Farms	• OXY Hi Street
• Ace Estate	• Ace Hanei	• Uniwest Aero Hub

Google Ads	SEO	Marketplace Ads	Shopee Ads
Lazada Ads	Affiliate Marketing	Meta Ads	App Store Optimization
Lead Generation	Website Designing	e-Mail Marketing	ORM
Customer Behaviour Analyse	Managing client relationships	Team Management	

Digital Marketing Manager

Petonic Infotech

August 2022 - January 2024

1 yr 6 mos | Delhi Aerocity

- Led SEO & website optimization to boost global organic traffic and search rankings.
- Handled Indian government projects spanning travel, D2C, smart cities & energy sectors.
- Delivered organic growth for renowned luxury & premium brands worldwide, driving revenue.
- Managed Google & Meta paid campaigns, generating high-quality leads across sectors at low CPA.
- Led SEO efforts, increasing keyword rankings, Domain Authority, Goba organic traffic, leads & Conversions.
- WP, WiX, Shopify creative website designing, delivering responsive, user-friendly & high-performance sites.

Key Projects Managed:

• UC Berkeley Haas	• JJ Valaya	• Cozmo Yachts
• Petonic Infotech	• Intex Technologies	• Prometheus Recycling
• EcoMins	• Indraprastha Gas Limited (IGL)	• GAIL India Limited
• Indian Police Service (IPS)		

SEO	Google Ads	Social Media Marketing	PR (Paid)
Marketplace Management	Amazon Listing	Flipkart Listing	Website Designing
Event Management	Project Management	Email Marketing	cPanel Management
CMS Management	Team Management		

Senior Digital Marketing Executive

Digital Training India

June 2018 - July 2022

4 yr 2 mos | Delhi

- Executed SEO On-page, Technical, Backlinking to rank business keyword & drive high-quality organic leads.
- Grew News & Media YouTube channel organically from 8K to 90K subscribers, maximizing views, rankings.
- Multi-channel campaigns (PPC, LinkedIn & Meta) for B2B & B2C lead generation with cost-efficient CPL.
- Designed dynamic & eCommerce websites on CMS with complete product catalogs & lead funnels.
- Marketplace product listings with SEO optimization, improving visibility & organic marketplace rankings.
- Boosted organic traffic from 2,000 to 56,000+ daily visitors on a leading news website through SEO Backlinks.

Key Projects Managed:

• Digital Training India	• VarIndia IT News	• Lenovo
• Brain Discovery Global School	• Energie Fitness	• Tirupati Transformers
• Arete Elsol	• Safe Drive India	

SEO	Social Media Marketing	PPC	Search Engine Marketing
Website Designing	Email Marketing	YouTube Optimization	Lead Generation
Content Optimization & Writing	Amazon Products Listings	LinkedIn Ads	Team Management

Core Competencies

360° Marketing SEO, SMM, PPC, ASO, CMS, eMail Marketing, YouTube Optimization, Marketplace Ads, PR, Native Ads	Marketplace Ads Amazon, Flipkart, Meesho, Myntra, eBay, Etsy, Shopee, Lazada	Performance Marketing Google Ads, Microsoft Bing Ads, Yandex Ads, Taboola Ads, Social Media Advertising	Team Leadership Global Project Management, Cross-functional Teams
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Education

Masters of Arts (English)

Indira Gandhi University, Delhi

Bachelor of Arts (English Hons.)

University of Delhi

Russian Language Certification

University of Delhi

Languages

- English
- Hindi
- Russian

Skills or tools

• WordPress • WP Elementor • WiX • Shopify • e-Commerce

• Google Ads Editor • Google Play Console • Google Search Console • Google Merchant Account • Google Tag Manager • Google Keyword Planner • Microsoft Clarity • GA4 • Power Bi

• SEMrush • Ahrefs • Moz • Pingdom • SE Ranking • Screaming Frog SEO Spider • Buffer • Mailchimp • GitHub

• Google Ads Transparency • Facebook Ads Library • Facebook App Developer