

Manish Yadav

Digital Marketing Expert | 7.5+ Years

 Delhi, India

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 50+ Projects Managed

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 and having served multiple industries across government and private sectors.

Industry Experience

Government	Telecom	Technology & IT	Mining
E-Commerce	Media & News	Recycling	Manufacturing & Industrial
Textiles & Apparel	Sports & Entertainment	Marketing Agency	Hospitality & Tourism
Retail & Consumer Products	Business Consulting Firm	Education	Organization
Healthcare	Real Estate	Drone Industry	

Professional Experience

Digital Marketing Manager

[Mazzi Infosolutions](#)

January 2024 - Present

1 yr 9 mos | Noida, UP

- Executed high-volume Google, Meta, Shopee & Lazada campaigns, driving global sales & leads.
- Delivered 12x ROAS worldwide, converting ₹30,000,000 spend into ₹360,000,000+ revenue.
- Managed multi-channel paid ads-search, display, remarketing, P-Max & app installs, for low CPL/CPS/CPC.
- Led BD research, deeply analyzing customer needs & market insights to shape products for high sales.
- Directed SEO initiatives, maximizing organic traffic & conversions through strategic keyword rankings.
- Built official WP CMS websites from scratch, SEO optimized, speed, responsiveness, UI & UX.

Key Projects Managed:

• Ace Group	• The Nest	• Eldeco
• Hero Homes	• Renox Search	• Gaur Centurian Park
• ATS	• RG Mirage	• Oscar Farms
• OXY Hi Street	• Uniwest Aero Hub	• Tatva Tech Digital
• Airhub App eSIM	• eSIM Cards UK	• Falco Robotics

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.
- Organized offline awareness events for e-waste recycling and IT technology adoption.
- Handled Indian government projects spanning travel, D2C, smart cities & energy sectors.
- Managed Google & Meta paid campaigns, generating high-quality leads across sectors at low CPA.
- WP, Shopify creative website designing, delivering responsive, user-friendly & high-performance sites.
- Managed invitation-based email campaigns to drive participation & engagement for international events.

Key Projects Managed:

• Petonic Infotech	• Prometheus Recycling	• Open Innovation Lotus Foundation
• EcoMins	• Positive Vibes	• Transocean Education
• Indian Police Service	• Intex Technologies	• Destination Uttarakhand
• Ranchi Smart City	• Space India	• GAIL India Limited
• Indraprastha Gas Limited	• UC Berkeley	

Senior Digital Marketing Executive

[Digital Training India](#)

June 2018 - July 2022

4 yr 2 mos | Delhi

- Grew News & Media YouTube channel organically from 8K to 90K subscribers, maximizing views, rankings.
- Multi-channel campaigns including PPC, LinkedIn Ads & Meta, driving engagement, visibility & quality lead.
- Executed SEO strategies, content Optimization & analysis to boost rankings & high-quality organic leads.
- Executed targeted email campaigns to generate student leads and boost admissions & courses.
- Optimized SEO-driven product listings across marketplaces, boosting rankings & driving consistent sales.
- Boosted organic traffic from 800 to 5,000+ daily visitors on a leading news & media website through SEO.

Key Projects Managed:

• Digital Training India	• VarIndia IT News	• Lenovo
• Brain Discovery Global School	• Energie Fitness	• Tirupati Transformers
• Arete Elsol		
• SEO	• Social Media Marketing	• PPC
• Website Designing	• Email Marketing	• Amazon Listing
• Event Management	• Project Management	• Google Ads
• ORM	• CMS Management	• Flipkart Listing
		• Lead Generation
		• e-Mail Marketing
		• cPanel Management
		• Team Management

Core Competencies

Marketing

CMS, SEO, SMM, PPC, eMail marketing, YouTube Optimization

Marketplaces

Amazon, Flipkart, InstaMart, Shopee, Lazada

Team Leadership

Project Management, Cross-functional Teams

Budget Management

₹3 Crore+ Campaign Management

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

Lazada Ads • Shopee Ads • Amazon Ads

Google Play Console • Google Search Console • Google Merchant Account • Google Tag Manager • Google Keyword Planner • Microsoft Clarity • GA4 • Power BI

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

Google Ads Transparency • Facebook Ads Library • Facebook App Developer