

# 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 12× 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

ASO	Marketplace Ads	Shopee Ads	Lazada Ads
Affiliate Marketing	Google Ads	Meta Ads	Lead Generation
SEO	Reddit Black hat SEO	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.
- 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	

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

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	Search Engine Marketing
Website Designing	Email Marketing	YouTube Optimization	Lead Generation
Content Optimization & Writing	Amazon Products Listings	InstaMart Sales	LinkedIn Ads

## Core Competencies

<b>Marketing</b> CMS, SEO, SMM, PPC, eMail marketing, YouTube Optimization	<b>Marketplaces</b> Amazon, Flipkart, InstaMart, Shopee, lazada	<b>Team Leadership</b> Project Management, Cross-functional Teams	<b>Budget Management</b> ₹3 Crore+ Campaign Management
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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

• 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