

VISHWAJEET KUMAR

Digital Marketing Manager — E-Commerce Specialist — Growth Marketing Expert

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager with 6+ years of proven expertise in driving revenue growth through strategic digital marketing campaigns, paid advertising, SEO/SEM, and e-commerce optimization. Demonstrated success in increasing brand recognition, market share, and customer engagement across IT, logistics, e-commerce, and organic products industries. Proficient in data-driven decision making using Google Analytics, managing multi-channel campaigns with budgets exceeding industry standards, and optimizing conversion rates on major e-commerce platforms including Amazon and Flipkart. Strong technical background in WordPress, CMS customization, and IT infrastructure management.

CORE COMPETENCIES

- **Digital Marketing:** Paid Advertising (Google Ads, Facebook Ads, Instagram Ads), PPC Campaign Management, Search Engine Marketing (SEM), Social Media Marketing (SMM), Email Marketing, Lead Generation
- **Analytics & Optimization:** Google Analytics, Google Tag Manager, Google Search Console, A/B Testing, Conversion Rate Optimization, Marketing Attribution, Data Analysis, ROI Tracking
- **SEO Expertise:** On-Page & Off-Page SEO, Technical SEO, Keyword Research, Competitor Analysis, Link Building, Content Optimization, Site Architecture, Schema Markup
- **E-Commerce:** Amazon Seller Central, Flipkart Seller Hub, Product Listing Optimization, Marketplace Strategy, Inventory Management, Customer Acquisition
- **Technical Skills:** WordPress Development & Customization, Shopify, WooCommerce, HTML/CSS, CMS Management, Canva Design, Server Hosting Management, Google Play Console
- **Content & Strategy:** Content Marketing, Copywriting, Product Description Writing, Brand Positioning, Market Research, Strategic Planning, Cross-Functional Team Collaboration

PROFESSIONAL EXPERIENCE

Assistant Digital Marketing Manager

November 2021 – May 2024

MD Biocoals Pvt Ltd, Sirsa, Haryana (Organic Fertilizer & Pesticides)

- Spearheaded comprehensive digital marketing strategy resulting in significant increase in brand recognition and market share through integrated paid advertising campaigns across Google Ads, Facebook, and Instagram
- Managed monthly advertising budget and optimized campaigns achieving improved ROAS through strategic bid management, audience targeting, and creative optimization
- Implemented advanced SEO strategies including technical SEO audits, on-page optimization, and link building campaigns that improved organic search visibility and drove qualified traffic
- Developed and executed content marketing strategies across multiple channels, creating engaging content that enhanced brand positioning and customer engagement in the organic products sector
- Utilized Google Analytics, Tag Manager, and Search Console to track KPIs, analyze user behavior, and generate actionable insights for continuous campaign improvement
- Collaborated with cross-functional teams including sales, product, and design to ensure cohesive brand messaging and optimized customer journey across all digital touchpoints

Digital Marketing Specialist & E-Commerce Strategist

October 2021 – September 2022

Vgorides, New Delhi (On-Demand Goods & Supply Management)

- Developed and executed multi-channel digital marketing campaigns for on-demand logistics platform, focusing on customer acquisition and retention strategies
- Optimized app store presence (Google Play Console) through ASO techniques, improving app visibility and download conversion rates

- Managed social media marketing campaigns across Facebook, Instagram, and LinkedIn, growing follower base and engagement metrics
- Conducted market research and competitor analysis to identify growth opportunities and inform strategic decision-making for supply chain optimization
- Implemented email marketing automation and retargeting campaigns that improved customer lifetime value

SEO/SMO Executive

February 2018 – July 2019

Crispdigital India Pvt Limited, New Delhi

- Executed comprehensive SEO strategies for multiple client websites including keyword research, on-page optimization, technical SEO audits, and link building campaigns
- Performed competitor analysis and industry research to identify opportunities for improving search rankings and organic traffic
- Managed social media accounts across platforms, creating content calendars, engaging with audiences, and monitoring brand mentions
- Created and optimized meta tags, title tags, canonical tags, XML sitemaps, and robots.txt files to improve crawlability and indexing
- Utilized Google Analytics to track website performance, user behavior, and conversion funnels, providing regular reports and recommendations to clients

Freelance Digital Marketing Consultant

July 2019 – October 2021

Remote (During COVID-19 Pandemic) – Onlinefront & Matebiz Pvt Limited

- Provided digital marketing consultation and execution services for multiple clients across various industries
- Developed WordPress and Shopify websites with custom themes and plugins, ensuring mobile responsiveness and SEO optimization
- Managed PPC campaigns on Google Ads and social media platforms, optimizing for lead generation and conversion goals
- Executed e-commerce optimization strategies on Amazon and Flipkart, improving product listings, pricing strategies, and visibility

OPERATIONS & SUPPLY CHAIN EXPERIENCE

Team Leader – First Mile Operations

10 Months

Shadowfax, New Delhi

- Led team operations in first-mile logistics, managing daily workflows, performance metrics, and quality assurance
- Implemented process improvements that enhanced operational efficiency and reduced delivery turnaround time
- Collaborated with cross-functional teams to optimize supply chain operations and improve customer satisfaction

Supply Chain Management Executive

1.5 Years

Myntra (Pre-COVID-19)

- Managed end-to-end supply chain operations for e-commerce fulfillment, ensuring timely delivery and inventory optimization
- Analyzed supply chain data to identify bottlenecks and implement solutions that improved operational efficiency
- Coordinated with vendors, warehouse teams, and logistics partners to maintain seamless operations

KEY PROJECTS & ACHIEVEMENTS

- **E-Commerce Growth Strategy:** Developed comprehensive Amazon and Flipkart optimization strategy that improved product rankings, increased conversion rates, and drove revenue growth through enhanced listings, competitive pricing, and targeted advertising
- **SEO Campaign Success:** Achieved first-page Google rankings for multiple competitive keywords through strategic on-page optimization, technical SEO improvements, and quality link building
- **WordPress Development:** Built and customized 15+ WordPress websites with responsive design, SEO optimization, and user-friendly interfaces, including WooCommerce integration for e-commerce functionality
- **Paid Advertising Excellence:** Managed multi-platform paid campaigns with demonstrated expertise in audience segmentation, creative testing, and budget optimization
- **Content Marketing:** Created data-driven content strategies that increased organic traffic and improved brand authority through blog posts, product descriptions, and social media content

TECHNICAL PROFICIENCY

- **Marketing Platforms:** Google Ads, Facebook Business Manager, Instagram Ads, LinkedIn Campaign Manager, Google Analytics 4, Google Tag Manager, Google Search Console, SEMrush, Ahrefs
- **E-Commerce Platforms:** Amazon Seller Central, Flipkart Seller Hub, Shopify, WooCommerce, WordPress, Magento
- **Development & Design:** WordPress (Advanced), HTML/CSS (Intermediate), Canva, Adobe Creative Suite (Basic), Responsive Web Design
- **IT Infrastructure:** Web Hosting Management (cPanel, WHM), Domain Management, Google Play Console, Server Configuration, Website Security
- **Tools & Software:** Microsoft Office Suite, Google Workspace, Trello, Asana, Slack, Mailchimp, HubSpot

CERTIFICATIONS & TRAINING

- **Advanced Digital Marketing Course** – Delhi School of Internet Marketing, Gurugram (Comprehensive training in SEO, SEM, SMM, PPC, Email Marketing, Analytics)
- **Google Ads Certification** – Google (Search Ads, Display Ads, Analytics Fundamentals)
- **Facebook Blueprint Certification** – Facebook (Social Media Advertising and Marketing)
- **MCCPA (Modulus Course in Computer Programming & Application)** – Government Polytechnic College, Gulzarbagh Patna, 2015
- **DCAA (Diploma in Computer Application with Accounts)** – S.T. Kabir, Hajipur Vaishali, 2010

EDUCATION

Bachelor's Degree – Web Page, Digital/Multimedia and Information Resources Design <i>Babasaheb Bhimrao Ambedkar Bihar University (B.R.A.B.U), Muzaffarpur, Bihar</i>	2012
Intermediate (12th) – Bihar School Examination Board (B.S.E.B), Patna, Bihar	2009
Matriculation (10th) – Bihar School Examination Board (B.S.E.B), Patna, Bihar	2006

ADDITIONAL INFORMATION

Languages: English (Professional), Hindi (Native), Bhojpuri (Native)

Availability: Available for immediate joining with flexible notice period

Interests: Digital Innovation, Growth Hacking, Marketing Analytics, E-Commerce Trends, Technology

References available upon request