

# Mayank Pandey

Former Co-founder: The Growin Wolf | Location: Bilaspur, Chhattisgarh, India

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## OBJECTIVE

To craft creative, data-driven marketing strategies as a Digital Marketing Manager, solving complex challenges with innovative campaigns that drive ROI. Passionate about leveraging AI and automation to build groundbreaking solutions and contribute to pioneering brand growth.

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## Skills

- Marketing: Digital Campaign Management, Social Media Content Strategy, SEO, Audience Persona Development
  - Technical: Google Analytics, HubSpot, Zapier, ManyChat, SEMrush, Wix, Make.com
  - Leadership: Team Management, Strategic Planning, Conflict Resolution, Decision-Making
  - Soft Skills: Professional Communication, Time Management, Adaptability, Analytical Problem-Solving
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## PROFESSIONAL EXPERIENCE

### The Growin Wolf

#### Co-founder | June 2020 - February 2025

- Spearheaded strategic and operational growth of a digital marketing agency, achieving consistent profitability over 4+ years through data-driven campaigns and process optimization.
- Developed audience personas using market research for clients and internal campaigns, boosting client retention by 20% and increasing engagement rates by 15%; crafted strategies spanning content, automation, and Wix-based website development for select clients.
- Designed and implemented 150+ marketing audits, prompt engineering solutions, and SOPs, improving client performance metrics (e.g., 25% average increase in conversion rates) across industries like e-commerce and SaaS.
- Optimized operations by integrating automation tools (e.g., Zapier, ManyChat, make.com), reducing turnaround time by 20% and enhancing team productivity.
- Led a team of 15+ professionals, aligning efforts with business objectives and fostering a 95% project delivery success rate.

## Key Achievements

- Conceived and executed a viral Instagram Reel campaign, achieving 10M+ views and 4000+ followers in 15 days through an innovative content strategy without AI tools.
  - Pioneered AI-driven marketing audits, resulting in 18% average ROI improvement for clients in diverse sectors.
  - Built a 15-member team from scratch, recruiting and training talent to deliver high-impact marketing campaigns.
  - Developed comprehensive systems and procedures for all agency tasks, increasing operational efficiency by 35% and ensuring scalability.
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## EDUCATION & CERTIFICATIONS

- **Bachelor of Computer Applications (BCA)** | Bilaspur University, C.G.
- **Introduction to Generative AI** | Google Cloud
- **AI Powered Marketer** | SEMrush
- **Advanced Prompt Engineering Techniques** | Codesignal
- **Generative AI for Executives** | Amazon (AWS) Skill Builder
- **Generative AI in Action** | Amazon (AWS) Skill Builder
- **Digital Marketing** | Hubspot Academy

## REFERENCE:

Available upon request.