

Aayush Ramchande

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Digital Marketing
Manager

Contact

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Skills

Digital Marketing

Performance Marketing

Search Engine Optimization
(SEO)

Search Engine Marketing
(SEM)

Pay-Per-Click (PPC)
Advertising

Cross-Functional Team
Leadership

Web Design & Development

Lead Generation & LSA

Digital Marketing Manager with 7+ years of experience driving targeted, multi-channel campaigns that maximize ROI. Expertise in performance marketing, SEO, and managing \$40k+/month PPC budgets across Google, Meta, and Amazon. Proven track record of directing cross-functional teams of up to 10 professionals, managing 50+ client portfolios, and building technical web infrastructure (12+ responsive sites). Adept at leveraging advanced data analytics to optimize strategies, scale growth, and deliver measurable, long-term business impact.

Work History

2022-10 -
Current

Digital Marketing Manager

*American Technology Consulting, West Des Moines, USA
(Remote)*

Overview: Directing comprehensive digital growth strategies, managing paid media, and building technical web infrastructure for a diverse global portfolio spanning B2B and B2C sectors.

- **Directed End-to-End Operations:** Led full-scope digital marketing execution—taking total ownership of SEO, social media, client management, and cross-functional coordination.
- **Scaled Paid Acquisition & Lead Gen:** Managed multi-channel PPC campaigns (Google, Meta, Amazon) and scaled Google LSA to capture high-intent leads and lower acquisition costs.
- **Engineered Tracking Architecture:** Implemented complex technical marketing setups (GA4, GTM, GSC) to guarantee precise data attribution.
- **Executed Digital Revamps:** Directed full-scale e-commerce and website overhauls, bridging marketing strategy with UI/UX design to streamline the customer journey.
- **Drove Brand Visibility & PR:** Coordinated brand visibility campaigns, high-impact press releases, and scaled social channels—boosting overall engagement by up to 500%.

2020-04 -

Digital Marketing Manager

Marketing Operations & SOPs

B2B & B2C Strategy

E-Commerce

Email Marketing

SMS/Text Marketing

Keyword Research

Data Analytics & Reporting

Business Development

Digital Transformation

Affiliate Marketing

Social Media Marketing

Project Management

Conversion Rate Optimization
(CRO)

Education

2015-03 - 2018-03

BBA: Finance & Marketing

*Bhavan's Vivekananda College -
Hyderabad, India*

2013-03 - 2015-03

Intermediate: CBSE

*Bhavan's Sri Rama Krishna
Vidyalaya - Hyderabad, India*

2000-03 - 2013-03

High School: ICSE

*Vidyananya High School -
Hyderabad, India*

2022-06

GrabOn, Hyderabad, India

Overview: Directed a high-performing digital department and managed end-to-end marketing operations for 40+ client accounts to drive aggressive user acquisition and revenue growth.

- **Directed Marketing Operations:** Trained and led a 10-person digital team, establishing OKRs, KPIs, and operational SOPs to ensure scalable execution.
- **Accelerated User Acquisition:** Executed full-funnel performance marketing strategies that drove high-intent user acquisition and scaled overall client sales volume by up to 150%.
- **Managed Client Portfolios:** Directed end-to-end digital execution for 40+ client accounts—optimizing ongoing SEO, scaling profitable ad campaigns, and overseeing social/email content calendars.
- **Optimized Technical SEO:** Conducted deep-dive site audits and restructured website architecture to improve keyword relevancy, search visibility, and organic user retention.
- **Aligned Cross-Functional Strategy:** Bridged the gap between marketing, sales, and technical teams, ensuring all campaign initiatives directly supported core executive business objectives.

2018-07 -

2020-04

Digital Marketing Associate

GrabOn, Hyderabad, India

Overview: Managed end-to-end digital marketing execution for 30+ client accounts, driving organic visibility and paid growth through cross-channel campaigns.

- **Managed Client Portfolios:** Directed end-to-end digital execution for 30+ client accounts—optimizing ongoing SEO, scaling profitable ad campaigns, and overseeing social/email content calendars.
- **Executed Cross-Channel Campaigns:** Assisted in the strategic development and deployment of

Software

Google Ads, Analytics, Search Console, Tag Manager, Data Studio

Meta Business Suite

Google Marketing Platform

ChatGPT, DeepSeek, Gemini, Grok

WordPress, Shopify, Wix

Ahrefs, Moz, & SEMRush

Cake, HasOffers, & Trackier

ActiveCampaign & MailChimp

OneSignal, WebPushr, AppsFlyer

Microsoft Office Suite, Zoho Suite, Trello

Stable Diffusion, Midjourney, Sora, VEO, Kling

Canva, Adobe Photoshop

Languages

English

Hindi

Telugu

integrated marketing initiatives across social media, email, and search platforms.

- **Optimized Organic Search (SEO):** Conducted comprehensive keyword research, competitive analysis, and on-page technical optimizations to improve search rankings, successfully reducing overall bounce rates by 23%.
- **Evaluated Performance Data:** Leveraged Google Analytics to track user behavior and generate actionable campaign reports for leadership.
- **Produced Digital Creatives:** Collaborated closely with graphic designers and content writers to produce engaging, high-converting assets for both paid and organic distribution.

Certifications

2018-01	E-Business - IIM Calcutta
2018-05	Google Digital Unlocked
2018-08	Google Ads Fundamentals
2018-08	Google Analytics Individual Qualification
2018-09	Google Ads Display Certification
2019-04	Google Ads Search Certification
2019-04	Google My Business Basics
2021-03	Meta Certified Digital Marketing Associate
2021-07	Meta Certified Marketing Science Professional
2022-07	Google Ads Measurement Certification
2022-09	Google Ads Video Certification
2023-08	Google Analytics Certification