

AAYUSH RAMCHANDER

Digital Marketing Manager



PROFESSIONAL SUMMARY

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

Digital Marketing Manager, 10/2022 - Current

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%.


Digital Marketing Manager, 04/2020 - 06/2022

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

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SKILLS

Growth & Performance Marketing

- Performance Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Pay-Per-Click (PPC) Advertising
- Lead Generation & LSA
- Conversion Rate Optimization (CRO)
- Affiliate Marketing
- Keyword Research

Digital Strategy & Campaigns

- Digital Marketing
- B2B & B2C Strategy
- E-Commerce
- Social Media Marketing
- Email Marketing
- SMS/Text Marketing
- Digital Transformation

Leadership, Tech & Operations

- Cross-Functional Team Leadership
- Marketing Operations & SOPs
- Project Management
- Data Analytics & Reporting
- Web Design & Development
- Business Development

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.
- **Search Engine Optimization:** Conducted deep-dive site audits 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.

Digital Marketing Associate, 07/2018 - 04/2020

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 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%.
- **Produced Digital Creatives:** Collaborated closely with graphic designers and content writers to produce engaging, high-converting assets for both paid and organic distribution.

EDUCATION

BBA, Finance & Marketing, 03/2015 - 03/2018

Bhavan's Vivekananda College - Hyderabad, India

Intermediate, CBSE, 03/2013 - 03/2015

Bhavan's Sri Rama Krishna Vidyalaya - Hyderabad, India

High School, ICSE, 03/2000 - 03/2013

Vidyaranya High School - Hyderabad, India

LANGUAGES

English

Hindi

Telugu

SOFTWARE

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

Meta Business Suite

ChatGPT, DeepSeek, Gemini, Grok

WordPress, Shopify, Wix

Ahrefs, Moz, & SEMRush

Cake, HasOffers, & Trackier

ActiveCampaign, MailChimp, EZTexting

OneSignal, WebPushr, Appsflyer

Stable Diffusion, Midjourney, Sora, VEO, Kling

Canva, Adobe Photoshop

CERTIFICATIONS

E-Business - IIM Calcutta, 01/2018

Google Digital Unlocked, 05/2018

Google Ads Fundamentals, 08/2018

Google Analytics Individual Qualification, 08/2018

Google Ads Display Certification, 09/2018

Google Ads Search Certification, 04/2019

Google My Business Basics, 04/2019

Meta Certified Digital Marketing Associate, 03/2021

Meta Certified Marketing Science Professional, 07/2021

Google Ads Measurement Certification, 07/2022

Google Ads Video Certification, 09/2022

Google Analytics Certification, 08/2023