



# ANKIT S.

MARKETING AUTOMATION MANAGER

## CONTACT

Indore, India

## PROFICIENCY IN TOOLS

Asana	● ● ● ● ●
Trello	● ● ● ● ●
Chatgpt	● ● ● ● ●
Google Analytics	● ● ● ● ●
SA360	● ● ● ● ●
Google Ads	● ● ● ● ●
Meta Business	● ● ● ● ●
GoHighLevel	● ● ● ● ●
HubSpot	● ● ● ● ●
Close	● ● ● ● ●
Zapier	● ● ● ● ●
Zoho	● ● ● ● ●
Wordpress	● ● ● ● ●
Clickfunnels	● ● ● ● ●
Email Automation	● ● ● ● ●
SEO	● ● ● ● ●
SQL	● ● ● ● ●
Shopify	● ● ● ● ●
Make	● ● ● ● ●

## TASK EXPERTISE

- Process Improvement
- Engagement Activities
- Retention
- Client Interaction
- Customer Satisfaction



## ABOUT ME

A seasoned digital marketing professional with over a decade of experience driving successful campaigns and automations across diverse industries. Based in Indore, India, I specialize in developing and executing comprehensive marketing strategies that align with business objectives and leverage cutting-edge tools and techniques



## EXPERIENCE

### > REMOTUAL

OCT 2023 - PRESENT

#### SR. MARKETING MANAGER

- Campaign Leadership: Led a team in executing cross-channel campaigns, increasing client engagement by 40% and improving satisfaction by 50%.
- Ad Campaigns Management: Managed ad campaigns on Meta, Google, and TikTok, enhancing CTR and ROAS with advanced targeting techniques.
- Creative Strategy: Boosted CTR by 25% through innovative ad content and strategic A/B testing.
- Marketing Automation: Reduced manual tasks by 30% using HubSpot, GoHighLevel, Zapier, and Make, enhancing workflow efficiency.
- Data-Driven Strategy: Utilized Google Analytics and Facebook Insights to refine strategies, achieving a 35% increase in ROI.
- Team Leadership: Mentored and developed a high-performing marketing team, fostering creativity and collaboration.

### > ENDURANCE IT SERVICES

JUN 2022 - PRESENT

#### MARKETING AUTOMATION MANAGER (CONTRACT)

- Automation Strategy Development: Executed a comprehensive strategy aligned with objectives, automating processes for a 30% reduction in manual tasks.
- Workflow Design: Crafted and managed automated workflows, boosting conversion rates by 20%.
- Lead Management: Prioritized and segmented leads with scoring models, ensuring seamless data sync.
- Email Marketing: Designed and executed campaigns, achieving a 25% increase in click-through rates through A/B testing.
- Multichannel Automation: Utilized ManyChat and Botpress, improving lead qualification accuracy by 40%.
- Content Personalization: Leveraged data to drive 15% higher user engagement through personalized content.
- Reporting and Analysis: Monitored metrics, refining strategies based on data insights.
- Integration Management: Ensured smooth tool integration, reducing integration-related errors by 95%.
- Compliance: Maintained GDPR and CAN-SPAM compliance.
- Documentation: Created internal process documentation and provided practical tool training.

### > DIGITALBLOKE LLC

MAR 2019 - PRESENT

#### DIGITAL MARKETING LEAD (FREELANCE)

- Led a digital marketing team, overseeing campaign planning and performance.
- Managed 20 client accounts for digital marketing and web services.
- Optimized ad spends of over \$50,000 across social networks and platforms.
- Specialized in SaaS and B2B marketing to target enterprise markets.
- Utilized LinkedIn for brand expansion and thought leadership.
- Created custom campaigns aligned with business objectives & KPIs.
- Developed high-converting copy and content for various industries.
- Generated data-driven KPIs for maximum return on ad spend (ROAS).

## CERTIFICATIONS

- Google Ads Search Certification
- Google Ads Shopping Certification
- Google Ads Display Certification
- Hubspot Digital Marketing Certification

## INTERESTS

- Generative AI
- Marketing & Operations
- Analytics
- Sales
- Training
- Cricket
- Workouts



## EXPERIENCE

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- > **QUAZMA TECHNO SOLUTIONS PVT LTD** MAR 2014 - MAY 2022  
**HEAD OF DIGITAL MARKETING**
  - Developed and executed digital marketing strategies.
  - Led cross-functional teams and managed project lifecycles.
  - Handled client communications to deliver effective solutions.
  - Generated new business through prospecting and presentations.
  - Planned integrated digital marketing campaigns across multiple channels.
  - Managed budgets for marketing and web development projects.
  - Provided leadership and mentorship to digital marketing teams.
  - Evaluated and selected vendors for marketing and web projects.
  - Analyzed campaign performance and optimized strategies.
  - Communicated progress and results to stakeholders.
  - Stayed updated on industry trends and suggested innovations.
  - Managed web development projects, ensuring timely delivery.
  - Improved processes and tools for project management.

- > **IT EXPERTS 24/7 LLC** JAN 2011 - FEB 2014  
**DIGITAL MARKETING EXECUTIVE**
  - SEO/SEM expert to manage all search engine optimization activities at the regional level.
  - Content strategy, link building, and keyword strategy to increase rankings on all major search networks.
  - Manage all SEM campaigns to maximize ROI.
  - Execute tests, collect and analyze data, and identify trends and insights to achieve maximum ROI in paid search campaigns.
  - Track, report, and analyze website analytics and PPC initiatives and campaigns.
  - Manage campaign expenses, stay on budget, estimate monthly costs, and reconcile discrepancies.
  - Optimize copy and landing pages for search engine marketing.
  - Perform ongoing keyword discovery, expansion, and optimization.
  - Research and implement search engine optimization recommendations.
  - Research and analyze competitor advertising links.
  - Develop and implement the link-building strategy.
  - Work with the development team to ensure SEO best practices are properly implemented on newly developed code.
  - Work with copywriter and marketing team to drive SEO in content creation and content programming.
  - Recommend changes to website architecture, content, linking, and other factors to improve SEO positions for target keywords.
  - Budget forecasting and bid management.



## EDUCATION

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- > **RAJIV GANDHI TECHNICAL UNIVERSITY** 2004-2008  
**BHOPAL**  
Computer Science & Engineering