

MANOJ PANDEY

Senior Marketing Manager | B2C Growth Marketing | Performance Marketing | SEO & Revenue Growth

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PROFESSIONAL SUMMARY

Data-driven Senior Marketing Manager with 9+ years of experience in scaling B2C and B2B growth engines through performance marketing, full-funnel Conversion Rate Optimization (CRO), marketing automation, and AI-driven workflows. Proven track record of managing multi-channel paid acquisition (Google, Meta, LinkedIn, Quora), building high-converting landing pages, deploying advanced tracking models (GA4, GTM, Mixpanel), and implementing lifecycle journeys that directly maximize ROAS, qualified leads, and organic revenue. Accelerated career growth through three consecutive promotions within 5 years by delivering measurable business impact and cross-functional leadership.

CORE SKILLS & EXPERTISE

- **Voice AI & CRM Integration:** Integrated Gnani.ai voice calling bots with LeadSquared (LSQ) CRM to automatically qualify leads, update lead stages in real time, and boost sales team conversion efficiency by 80%.
- **Lifecycle & Marketing Automation:** Automated lead nurturing journeys in Webengage, built WhatsApp automation workflows for cart abandonment, and developed personalized B2B cold email systems using Zapier and CRM integrations.
- **Performance & Paid Marketing:** Strategic budget allocation, optimization, and scaling across Meta, Google, Quora, and LinkedIn.
- **Funnel Building & Lead Gen:** End-to-end B2C lead funnel establishment, conversion rate optimization, and automated intent scoring.
- **Analytics & Attribution:** Google Analytics 4 (GA4), Mixpanel, Google Tag Manager (GTM), Event Tracking, Multi-Touch Attribution, Looker Studio.
- **Organic Growth & Technical SEO:** Technical SEO Audits, JavaScript Framework SEO (React.js, Angular, Node.js), Intent-Based Keyword Mapping.

PROFESSIONAL EXPERIENCE

Analytics Vidhya Educon Pvt. Ltd.

Gurgaon, Haryana

Senior Marketing Manager - Growth & Performance Marketing

March 2025 – Present

- **Voice AI & Real-Time CRM Integration:** Integrated the Gnani AI Voice Bot with LeadSquared CRM to automatically qualify leads and update lead stages in real time, accelerating lead qualification speed and boosting overall sales conversion efficiency by 80%.
- **Automated Lead Nurturing:** Designed and deployed automated lead nurturing journeys in Webengage to improve post-lead-drop engagement, retention, and downstream conversion rates.
- **Multi-Channel WhatsApp Automation:** Built targeted WhatsApp automation workflows for cart abandonment recovery and interactive lead qualification—capturing key attributes such as email, experience, education, and designation.
- **B2B Cold Outreach Automation:** Developed personalized B2B cold email automation leveraging Zapier, CRM platforms, and email outreach tools to execute scalable outbound growth campaigns.
- **Sales Efficiency & CRM Workflows:** Automated core CRM workflows, including intelligent lead routing, automated follow-up triggers, and lifecycle stage updates to maximize sales team throughput.
- **Revenue & Paid Media Scaling:** Own the end-to-end B2C acquisition engine and budget allocation across Google Ads, Meta, LinkedIn, and Quora, driving multi-channel ROAS and scaling pipeline generation.
- **CRO & Experimentation:** Lead conversion rate optimization across core digital assets; execute data-backed A/B and multivariate tests using GA4, GTM, and Mixpanel to reduce funnel friction.

Performance Marketing Manager

September 2021 – March 2025

- Executed end-to-end paid acquisition strategy across Search, Performance Max, YouTube, Display, and Meta Ads, managing campaign setup, QA, bidding, and daily pacing optimizations.
- Architected advanced analytics and tracking frameworks using Google Tag Manager and GA4, ensuring full tracking accuracy across custom events, triggers, and conversion goals.

- Mapped and streamlined full-funnel lead flows across LeadSquared, Freshsales CRM, and WebEngage, improving lead qualification and overall sales conversion efficiency.
- Conducted ongoing technical SEO audits using Google Search Console and Screaming Frog to resolve indexing issues, site architecture bottlenecks, and canonical setups.

SEO Consultant

June 2021 – September 2021

- Conducted intent-focused keyword research and content gap analyses to capture high-volume, revenue-generating organic queries.
- Restructured internal linking and page hierarchy across course pages, significantly improving organic search rankings and lead capture.

GMI Research Private Limited

Gurgaon, Haryana

Senior SEO Team Lead

November 2020 – July 2021

- Managed a team of 4 SEO specialists executing multi-market link building, off-page strategies, and digital PR campaigns across 250+ outlets.
- Managed Google Search PPC campaigns and optimized 1.8K+ B2B URLs (On-Page SEO, schema, content mapping) targeting high-intent market research keywords.

DNS Digital Info Services Private Limited

Gurgaon, Haryana

Digital Marketing Executive

February 2019 – November 2020

- Executed paid search, display, and social media campaigns on Google Ads and Meta, continuously optimizing audience targeting, ad creatives, and landing page conversions.
- Monitored organic search performance, executed e-commerce product marketing strategies, and created monthly attribution/traffic performance recaps.

iQuinceSoft Private Limited

Mathura, India

SEO Executive

August 2018 – February 2019

- Conducted technical SEO audits and off-page authority building for international agency clients across the US, UK, Japan, and Australia.
- Implemented custom Google Analytics and Search Console tracking for client accounts to measure and report organic growth metrics.

JDR Consulting

Faridabad, Haryana

Web Developer & SEO Executive

August 2017 – August 2018

- Designed and built responsive, SEO-friendly landing pages and websites for local businesses, focusing on page speed and conversion-oriented UX.
- Executed technical on-page SEO, canonical tag resolutions, metadata setup, and paid search (PPC) campaign setup on Google Ads.

EDUCATION

Master of Computer Applications (MCA)

Dr. A.P.J. Abdul Kalam Technical University (AKTU) | Lucknow

Bachelor of Computer Applications (BCA)

Dr. Bhim Rao Ambedkar University | Agra

Senior Secondary Certification (SSC)

SPS International Academy | Kosi Kalan

Higher Secondary Certification (HSC)

St. Francis School | Mathura

TECHNICAL & PLATFORM SUMMARY

- **Analytics & Testing:** Google Analytics 4 (GA4), Google Tag Manager (GTM), Mixpanel, Hotjar/Clarity, Looker Studio, Screaming Frog
- **CRMs & Automation:** LeadSquared (LSQ), Webengage, Freshsales, Zapier, WhatsApp Automation Tools
- **AI & Voice Tech:** Gnani.ai Voice Bots, AI Workflow Automation, Generative AI Content Tooling
- **Ad Platforms:** Google Ads, Meta Ads Manager, LinkedIn Ads, Quora Ads
- **Web & Technical:** HTML, CSS, JavaScript Basics, PHP Basics, SEO for JS Frameworks (React.js, Angular, Node.js)
- **Certifications:** Google Ads Certified Professional – Google Academy