Manav Mahendru

Digital Marketing Professional | Performance Marketing | SEO | Web Development | Content

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PROFESSIONAL SUMMARY

Digital marketer with **2+ years** of proven success scaling **hospitality, e-commerce, and B2B brands** through data-driven strategies. Delivers measurable growth: **₹2 crore+ in total client revenue** (**₹1.9 crore+ from ads**, **₹10 lakh+ from SEO**), **up to 38x ROAS**, and **150+ keywords ranked at Google page 1**. Full-stack expertise: manages paid media (Meta, Google, LinkedIn, Truecaller, ChatGPT), develops conversion-focused websites (30+), optimises funnels through copywriting and A/B testing—all while managing **₹40 lakh+ in ad spend**.

CLIENT BUSINESS SCALING – CASE STUDIES

1. Aureva Shaantam Resort, Rishikesh (Meta Ads) – ~38x ROAS

- Ran Meta lead generation campaigns to capture booking enquiries and handed every lead to the resort's sales team to close.
- **Result: ₹27.5 lakh+ in direct bookings from ₹72,600 ad spend, with zero OTA commission.**

2. Kulreeti – Mother & Daughter Twinning Lehenga (Google Ads) – ~12x ROAS

- Built a full-funnel account: YouTube and Display for awareness, Dynamic Remarketing for cart abandoners, Performance Max and DSA to scale, and Customer Match and RLSA for repeat buyers.
- **Result: 644 conversions in 30 days at 11.97x ROAS and ₹6.84 average CPC.**

3. Women's Co-ord Sets Brand, Surat (Meta Ads) – 10.7x ROAS

- Ran three parallel campaigns: broad targeting for reach, interest-based targeting for intent, and a single-Reel campaign for best-selling products.
- **Result: ₹1,24,147 in sales from ₹11,586 ad spend in ~10 days, at ₹218.60 per purchase.**

4. D2C Home Décor Brand (Meta Ads + Google Shopping) – 6.6x ROAS

- Launched Meta conversion campaigns and a Google Shopping feed, supported by abandoned-cart recovery flows and product-page CRO.
- **Result: ₹1,72,000 in sales from ₹26,000 ad spend, measured on actual store revenue.**

5. Hotel SEO – Divine Resort & Spa and Hotel Vedangam

- Built intent-led landing pages with full schema markup, E-E-A-T content and internal linking, based on SERP gap analysis.
- **Result: divineresort.com ranks #1 on Google for "best 4 star resort in Rishikesh" and also ranks for "best family resort in Rishikesh" and "best resort in Rishikesh for family".**
- **Result: hotelvedangam.in ranks top 3 on Google for "best 3 star hotel in Varanasi", ahead of TripAdvisor, Expedia and Goibibo.**

WEBSITE PORTFOLIO – GROWTH ENGINES

- **nathulimanor.com** – The Nathuli Manor (Boutique Hotel, Mussoorie): Website Design & Development
- **frugalcarts.com** – Frugalcarts (D2C Home Décor Brand): Shopify Store, CRO & Performance Marketing
- **divineresort.com** – Divine Resort & Spa (Resort, Rishikesh): SEO Landing Pages, #1 Google Ranking
- **balajimediainc.com** – Balaji Media Inc. (Outdoor Advertising, New Delhi): 13-Page WordPress Website
- **aussieshine.com** – Aussieshine Cleaning (Cleaning Services): WordPress Website

30+ websites built as client growth engines across hospitality, e-commerce, B2B and services. Complete portfolio and extended case studies: manavmahendru.com

WORK EXPERIENCE

Performance Marketing Manager – Vision Sparks Media

Sep 2024 – Present

- Plan, launch and optimise paid campaigns on Meta Ads and Google Ads (Search, Performance Max, Shopping) for hospitality, D2C, B2B and services clients, managing ₹40 lakh+ in total ad spend.
- Design and develop client websites and landing pages on WordPress (Elementor) and Shopify, built for conversion and page speed, with 30+ sites delivered to date.
- Set up tracking with GA4, Google Tag Manager, server-side tracking, Meta Conversions API and Microsoft Clarity for reliable attribution.
- Lead on-page and technical SEO across 150+ target keywords for hotels and resorts in Rishikesh, Udaipur, Varanasi and Agra, covering keyword research, SERP gap analysis, schema and E-E-A-T content.
- Write ad copy and creative scripts for Meta and Google ads, including Reel-format video ads.
- Write human, brand-led website content and conversion-optimised copy for landing pages.
- Report campaign performance to clients through Looker Studio dashboards.

Digital Marketing Analyst – Corporate Intellect Solutions

Jul 2024 – Aug 2024

- Built client websites on WordPress (Elementor), optimised for conversion and performance.

SKILLS

- **Paid Media:** Meta Ads, Google Ads (Search, Performance Max, Shopping, Display, YouTube, DSA, Customer Match, RLSA), LinkedIn Ads, Truecaller Ads, ChatGPT Ads
- **SEO:** On-Page SEO, Technical SEO, Local SEO, Schema Markup (JSON-LD), Keyword Research, Yoast SEO, Google Search Console, Semrush
- **Analytics & Tracking:** GA4, Google Tag Manager, Server-Side Tracking, Meta Conversions API, Microsoft Clarity, Looker Studio
- **Content & Copywriting:** Ad Copywriting, Creative Scripting for Video and Reel Ads, Website Content, Landing Page Copy
- **Web & CRO:** WordPress, Elementor, Shopify, Landing Page Design, A/B Testing, Funnel and Product-Page Optimisation
- **Retention & Automation:** Abandoned-Cart Recovery, COD-to-Prepaid Conversion
- **Soft Skills:** Communication, Creative Thinking, Active Listening, Problem Solving

CERTIFICATIONS

- **Google:** Fundamentals of Digital Marketing, Google Ads, Google Analytics, Google Tag Manager, Google Search Console, Looker Studio
- **LinkedIn:** Certified Marketing Insider
- **Semrush:** SEO Fundamentals, Local SEO, Technical SEO
- **Swayam:** Digital Marketing, Leadership and Team Effectiveness
- **NSE Academy:** Certified Investment Analyst Pro (NCAP), Fundamental Analysis, Technical Analysis, Investment and Portfolio Management

EDUCATION

- **BBA** – KCC Institute of Legal and Higher Education, Greater Noida | Dec 2021 – Jun 2024 | GPA 9.11
- **Class XII** – Bharti Public School, Delhi | 2021 | GPA 9.98
- **Class X** – Bharti Public School, Delhi | 2019 | GPA 9.36

ACHIEVEMENTS

- Ranked 1st in the G20 Summit Case Study Competition
- Ranked 1st in BBA Semesters III and VI, and 2nd overall in BBA
- Ranked 2nd in the Inter-College JAM Competition
- Ranked 5th in Chess at the GGSIPU Annual Sports Meet; led a chess team at CBSE Clusters

LANGUAGES

English, Hindi