



# Manish Kumar Performance and Social Media Mar- keting Expert

Having 12+ Years of Experience  
in Domestic and Internation-  
al E-commerce Businesses ||  
B2B, B2C & D2C

📍 South Delhi, New Delhi, Delhi, In-  
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## Links

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## Languages

English (Fluent)

Hindi (Fluent)

## About

Strong marketing professional in Online Marketing, Marketplace Management (Amazon seller and vendor central, Flipkart, Myntra, Limeroad, Nykaa, Paytm, eBay, Walmart) Facebook Ads, Tiktok Ads, Lead generation, Google Adwords, Native ads using Taboola, Colombia, MGID & Affiliate Marketing.

Experienced in Business strategy with automation, Automated email marketing and management of loyalty programs.

Experienced in Online Campaign Manager with a demonstrated history of working in the information technology, ecommerce, health and wellness, nutrition, real estate and services industry. Skilled in SEO, SMO, SEM, PPC, PHP, Marketing, Project Management, Google Merchant Center, and Online Reputation Management, website management in Magento, Opentkart, Zen cart, Store hippo,

Having extensive knowledge about sales and support CRM like HubSpot, Base, Zoho, Sales Force, Pipe Drive, Pipeline Deals, Zendesk, Jeera, Trello with implementation and customization etc.

### Career Highlight -

- \* Current responsibilities include the entire campaigns of Digital Marketing, Media buying, online strategy and new initiatives.
- \* Experienced in Google Adwords & SMM for Branding, e-Commerce & Leads Generation & custom reporting through google Analytics, AdsBridge, Voluum.
- \* Experienced in Google Analytics traffic monitoring and generating custom reports.
- \* Experienced in Website Google Penalty Removal Process and Implementation.
- \* Experience in online interactive / search marketing campaigns (in IT, ecommerce, health and wellness, nutrition, real estate and services industry) with aggressive goals.
- \* Managed team by motivating and guiding them for best overall performance.
- \* Enjoy working as team to complete assigned task on time with upmost satisfaction
- \* Proficient in Keyword Market Research and Organic Search Engine Optimization

### \*Expertise\*

- Facebook Ads
- Google Adwords
- Youtube Marketing
- LinkedIn Marketing
- SEO / SEM / SMO
- Affiliate Marketing
- Native ads
- Online Reputation Management
- Google Analytics, Search Console
- Bing Ads
- Competitors Analysis
- Website Branding
- Channel sales on Amazon, Flipkart, 1mg, Snapdeal, Paytm
- Website Management in Magento, OpenKart, Zend, PHP, WordPress, StoreHippo
- Operation for Ecommerce
- Handling Web and Mail Server

### BRANDS WORKED WITH

Anoop Concepts

Bhavaya Infosoft Pvt. Ltd.

Digital Marketing Inside, LLC

Falcon18 Imports Pvt. Ltd.

Presha Trading and Nirvasa Healthcare

Shiksha Services

V2 Retail Ltd

## Experience

## ● Digital Marketing Consultant

Digital Marketing Inside, LLC | Sep 2020 - Now

Manage Store Fronts of Products on different Marketplaces like Amazon, Chewy, Walmart, Walgreens etc in USA.

Handle Social Media Marketing Campaigns for In house and Other Clients.

Boost Sell through Campaign on Marketplace.

Handle Google Adwords - Display Ads, Search Ads, Shopping Ads (PLA), Performance max campaigns by Google Merchant Centre.

Handle Influencer & Affiliate Marketing.

Using Tracking tools like AdsBridge, HasOffers, Volumn etc.

Product Promotion through Pop Up and Push Networks

Manage and Create e-commerce sites for In house and Clients in Shopify and Wordpress Woocommerce.

Team Handling

Manage Web Server and Mail Server.

Use and Integrate different Logistics aggregator like stamps.com, Shipstation, UPS, USPS etc.

Manage Product Inventory through Finale Inventory.

Provide Daily, Weekly, Monthly and Yearly Sales Report.

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## ● Head Of Digital Marketing

V2 Retail Ltd | Jan 2020 - Aug 2020

Manage 5000+ SKU on different Marketplaces like Flipkart, Amazon, Club Factory, LimeRoad, Paytm, Snapdeal, Ajo etc.

Handle Facebook Ads Campaigns with More than 2 Lakhs per Day Budgets for eCommerce sites.

Boost Sell through Campaign on Marketplace

Handle Google Adwords - Display Ads, Search Ads, Shopping Ads (PLA) by Google Merchant Centre.

Handle Influencer Marketing with leading Influencer in Apparel category.

Using Tracking tools like AdsBridge, HasOffers, Volumn etc.

Product Promotion through Pop Up and Push Networks

Manage Own Ecommerce Site in Magento Enterprise Edition

Team Handling

Manage AWS Web Server and Mail Server (Google Apps)

Use Uniware (Unicommerce) and Vinculum for Order Processing

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## ● Online Marketing Manager

Presha Trading and Nirvasa Healthcare | Oct 2018 - Dec 2019

Handle all the Projects related technical issues like Web Server, Mail Server, and others for 9 e-commerce site dealing in Healthcare, Nutritional, Fashion, smart wearables and smart devices

Handle Facebook Ads Campaigns with More than 2 Lakhs per Day Budgets for eCommerce sites.

Execute campaigns on Google Adwords.

Handle Native Ads on Taboola, OutBrain, Snapchat, Truecaller, Columbia etc.

Handle Affiliate Marketing with leading Affiliates in India

Using Tracking tools like AdsBridge, HasOffers, Volumn etc.

Site Maintenance with Magento, Openkart, PHP,

Resolve canonical issues of domain.

Product Cataloging on websites

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- **SEO / SMO / SEM**

| May 2013 - Sep 2017

Worked with leading organisation of

\* Property (clients of 4th quarter technologies)

\* Pharmaceutical companies (KETO, Just Organic, Divya upchar, karma ayurveda)

\* Tourism (India tourism services, VITS, Golden triangle tour etc.)

- **Digital Marketing and Project Manager**

Falcon18 Imports Pvt. Ltd. | Jan 2012 - Oct 2018

Planning and estimation with senior management about project and allot work to

team members and coordination with them and report to senior management also.

Online Reputation management (ORM) on different sites for Fashion and Health category website.

Execute campaigns and check bids on Google Adwords, Bing and Facebook also.

Resolve canonical issues of domain.

All On page and Off page SEO activities

Coordinate with developers regarding SEO friendly URL using htaccess file.

Check Google Search Console and Google Analytics report.

Work with Google merchant center also.

Share weekly and monthly reports to senior management.

Social media optimization (SMO) through Facebook, LinkedIn, Twitter, Google+ etc.

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- **Sr. SEO Executive**

Anoop Concepts | Jan 2011 - Dec 2011

- **Webmaster**

Bhavya Infosoft Pvt. Ltd. | Jun 2009 - Dec 2010

- **Digital Marketing Executive**

Shiksha Services | Jan 2009 - Jun 2009

## Education & Training

2007 - 2010 ● **Uttar Pradesh Technical University**

Master of Computer Applications - MCA,

2003 - 2006 ● **Magadh University, Bodh Gaya**

Bachelor of Computer Application,