

Amit Kumar

Digital Marketing Manager

Noida, Uttar Pradesh – 201301

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Professional Summary

I'm a digital marketing professional with 7+ years of experience in planning and leading 360° marketing strategies. I've worked across **SEO, SEM, SMO**, content, and email campaigns to drive traffic, leads, and brand growth for product, SaaS, B2B, and B2C markets.

I've led teams, managed full-funnel campaigns, and used tools like Google Analytics, GSC, Studio and Ahref, to track and improve performance. I also collaborate closely with sales, product, and creative teams to make sure marketing goals are aligned with business growth.

Key Competencies

- SEO, SEM & PPC Campaigns
- Content Strategy & Development
- Lead Generation & ABM Campaigns
- Report writing and presenting
- Google Analytics/ GSC
- Team Leadership & Mentoring
- Cross-Functional Team Collaboration
- Google Analytics, HubSpot, SEMrush, Zoho, Looker Studio
- Canva, InVideo, Ahrefs, Moz

Professional Experience

Zenysis Solutions Inc

July 2024- Present

Digital Marketing Manager

- Led the 360° digital marketing strategy including planning, execution, and performance tracking across SEO, SEM, content, email, and social media.
- Managed end-to-end lead generation via Google Ads, SEO content, A/B Testing and social media to drive qualified traffic and MQLs.
- Oversaw website optimization efforts to improve user experience and conversion rates
- Planned and executed lead generation and Account-Based Marketing (ABM) campaigns
- Worked closely with the sales team to align marketing messaging and support deal closures
- Collaborated with cross-functional teams including content, design, and development

HashStudioz Technologies

March 2023 - July 2024

Digital Marketing Manager

- Developed and led 360° digital marketing strategies for both service offerings and in-house tech products across global markets.
- Managed end-to-end lead generation via Google Ads, SEO content, A/B Testing and social media to drive qualified traffic and MQLs.
- Collaborated with product and engineering teams to understand features and translate technical benefits into customer-friendly marketing messages.
- Conducted in-depth website audits, identifying and resolving technical, UX, and performance bottlenecks to improve search rankings and user engagement.
- Led cross-functional collaborations with designers, developers, and content teams to enhance website structure, UX, and engagement.

ValueCoders (subsidiary of Vinove)

June 2021 - March 2023

Online Marketing Team Lead

- Led and executed SEO, content marketing, and SMO strategies to enhance organic visibility and drive quality leads across B2B, B2C markets.
- Focused on targeting high-potential regions including the United States, United Kingdom, Canada, UAE, and India..
- Managed a cross-functional team of executives, content writers, and designers—delegating tasks, mentoring team members.
- Oversaw complete on-page and off-page SEO activities, including keyword research, technical SEO audits, interlinking, and backlink building through guest posts and content collaborations.
- Developed and promoted SEO and content strategies specifically for SaaS products, improving user acquisition and retention through targeted organically.

360 Realtors

March 2019 - March 2021

Sr Online Marketing Executive

- Handled all SEO activities to improve website traffic and Google search rankings for real estate keywords.
- Optimized landing pages, meta titles, internal links, and content to improve visibility and user experience.
- Ran A/B tests on landing pages and CTAs to increase conversions and reduce bounce rates.
- Did keyword research for location-based searches and created content for city-specific pages.
- Worked on technical SEO tasks like fixing broken links, improving site speed, and making the website more mobile-friendly.
- Managed and updated Google My Business listings and other real estate directories for better local visibility.

IQ Infotech

Dec 2017 - Jan 2019

Digital Marketing Analyst

- Handled SEO and social media for international clients in the US, UK, and UAE.
- Created backlinks and performed on-page SEO to improve search visibility.
- Managed and scheduled posts through content calendars for Facebook and Instagram.
- Prepared and shared monthly progress reports with clients, highlighting key results.

Education

Master of Business Administration (MBA)

June 2015 - July 2017

Vishveshwarya Group of Institution, Greater Noida

- Major in Marketing and Minor in Finance.

Bachelor in Computer Application

July 2011 - June 2014

JS. PG. College, Sikandrabad

- focused on computer science and application development.

Declaration

I hereby declare that the information provided above is true and accurate to the best of my knowledge and belief.

(Signature)