SHANTANU TYAGI

DIGITAL MARKETING MANAGER · PERFORMANCE, GROWTH & AGENTIC AI

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PROFESSIONAL SUMMARY

Performance-driven Digital Marketing Manager with 6+ years architecting full-funnel, revenue-accountable acquisition systems across EdTech, B2B SaaS, and IT services. Currently lead a 7+ member team managing ₹1.2Cr+ in annual Google & Meta ad spend at 4.6x blended ROAS, while engineering an **agentic AI layer** that runs campaign optimisation, lead qualification, and reporting autonomously. Specialist in attribution-first measurement (GA4 · GTM · Looker Studio), **Answer Engine Optimisation (AEO/GEO)** that wins brand citations inside ChatGPT, Perplexity, and Google AI Overviews, and no-code **AI agent orchestration** (n8n · Make.com · Zapier · WATI). Proven as both a solo marketing owner and cross-functional lead — pairing paid, organic, and creative with automation that scales output, not headcount.

CAREER IMPACT

₹1.2Cr+ annual ad spend managed | **4.6x** blended ROAS | **72%** conversion lift

+25% organic traffic (6 mo) | **65→90** site health | **7+** team led

CORE COMPETENCIES

Agentic AI & Automation —AI Agent Design & Orchestration · Agentic Campaign Optimisation · Autonomous Lead Qualification & Routing · n8n · Make.com · Zapier · WATI WhatsApp Automation · Workflow Automation · Prompt Engineering · Multi-Step Agent Workflows · Lead→CRM→WhatsApp Pipelines · Auto-Reporting · GPT-4 · Claude · Perplexity · Grok

Performance & Paid Media —Google Ads (Search · PMax · Display · YouTube · UAC) · Meta Ads (Advantage+ · CAPI) · LinkedIn Ads · Apple Search Ads · Full-Funnel Strategy · Retargeting · A/B Testing · CRO · Budget Management · CPL · CPL-Q · CAC · ROAS · LTV

SEO, AEO & Content —Technical SEO · On-Page / Off-Page · Answer Engine Optimisation (AEO) · Generative Engine Optimisation (GEO) · LLM / AI-Search Visibility · Schema & Entity Optimisation · Keyword Research · Content Strategy · Link Building · SEMrush · Ahrefs · Screaming Frog · Google Search Console

Analytics & Attribution —GA4 · Google Tag Manager · Looker Studio · UTM Frameworks · Funnel Analysis · Predictive Attribution · Performance Dashboards · Data Visualisation

Creative & Video —AI Video Generation (UGC & 3D Motion) · Final Cut Pro · Apple Motion · Canva · Figma · WordPress · HTML Email · Short-Form Video

PROFESSIONAL EXPERIENCE

Vidyavriti — Digital Marketing Manager (Contract, Remote)

May 2026 – Present

Lead digital marketing end-to-end for an education brand — paid acquisition, SEO/AEO, social, automation, and AI video — as a fully remote team lead.

- Lead a **cross-functional team of 7+** (paid media, SEO, content, social, video), owning strategy, execution, and weekly performance reporting.
- Plan and manage **₹10L/month (₹1.2Cr annualised)** Google & Meta spend across Search, PMax, YouTube, and Meta placements at **4.6x blended ROAS**, optimising for CPL-Q and ROAS.
- Deployed **agentic AI workflows** that monitor spend in real time, pause underperformers, and reallocate budget between check-ins — reducing wasted spend and stabilising ROAS.
- Built a **Lead → CRM → WhatsApp automation** (Make.com + WATI) for instant, zero-touch lead response, eliminating manual data entry and cold follow-ups.
- Established **Answer Engine Optimisation (AEO/GEO)** to surface the brand inside ChatGPT, Perplexity, and Google AI Overviews — capturing high-intent demand where buyers now start research.
- Architected an **AI content engine** (n8n + generative AI) producing agency-grade UGC, promotional, and 3D-motion video weekly at in-house speed and cost.
- Run WATI WhatsApp drip automation and HTML email programmes for lead nurturing and retention.

Tech Leads IT — Digital Marketing Manager

May 2025 – Apr 2026

End-to-end performance marketing for an EdTech & ERP training company — paid growth, lead quality, and revenue-aligned reporting.

- Architected full-funnel Google & Meta campaigns segmented by intent (cold, warm, remarketing) for high-value ERP and EdTech programme acquisition.
- Built the company's **attribution stack from scratch — GA4 → GTM → UTM → Looker Studio** — tracking CPL, CAC, ROAS, and funnel drop-off, reviewed weekly with leadership.
- Introduced **cost per qualified lead (CPL-Q)** as the primary KPI with sales alignment, replacing vanity lead volume and tightening lead-to-admission feedback loops.
- Led BOFU SEO for ERP and EdTech queries; owned content briefs, calendar, and on-page optimisation to capture high-intent organic demand.
- Coordinated designers, writers, SEO executives, and video editors; set weekly KPIs and ran leadership strategy reviews.

Cedura Tech — Digital Marketing Manager

Jul 2024 – May 2025

Sole marketing owner — ran a ₹60L/year budget, full SEO pipeline, video, and analytics entirely in-house.

- Managed **₹15L/quarter (₹60L/year)** Google & Meta spend across the full funnel; wrote all RSAs, built GA4 retargeting audiences, and A/B tested video creative — cutting CPL quarter-on-quarter.
- Grew **organic traffic 25% in 6 months** by owning the end-to-end SEO-content pipeline: SEMrush research → briefs → writers → on-page optimisation → rank tracking.
- Lifted **social engagement 50%** with end-to-end short-form video (Reels/Shorts) in Final Cut Pro and Apple Motion.
- Built the company's first Looker Studio performance dashboard for real-time visibility into ROAS, lead sources, and spend efficiency.

INFOQUEST Background Checks — Digital Marketing Executive (Performance)

Mar 2023 – Jun 2024

Built organic and PPC channels from zero for a B2B background-verification company targeting enterprise clients.

- Launched the company's first Google Ads Search campaigns at ₹50,000/month; improved **CTR 15%** and cut unqualified clicks **20%** in 3 months via structured ad-copy testing and negative-keyword strategy.
- Ran a full Screaming Frog technical audit, resolved crawl errors, and raised **SEMrush site health 65 → 90**.
- Wrote and optimised 10+ BOFU service pages; a skyscraper content piece earned **15+ high-quality backlinks** via competitor link reverse-engineering.

Block Matrix IT Solutions — Digital Marketing Executive

Feb 2022 – Feb 2023

Supported the full marketing function across paid, SEO, CRO, and creative for a B2B IT company.

- A/B tested B2B landing pages (headlines, CTAs, forms), lifting form-submission rate **1.8% → 3.1% — a 72% gain** in lead-capture efficiency.
- Supported a full website redesign/migration: content audit, 301 redirect mapping, and on-page fixes that protected organic rankings.
- Produced all campaign creative in Canva, removing agency dependency.

Byju's — SEO Executive

Oct 2020 – Jan 2022

Entry-level SEO for one of India's largest EdTech companies.

- Ran keyword research and competitor gap analysis feeding the central content strategy for high-traffic pages.
- Implemented on-page optimisation (meta, internal linking, schema, alt-text) at scale across hundreds of priority pages.
- Reported weekly organic performance in Google Analytics.

AI & AUTOMATION TOOLKIT

- **Agentic Optimisation —** AI agents that watch spend, pause losers, and reallocate budget autonomously between check-ins.
- **Autonomous Operations —** Lead→CRM→WhatsApp (Make.com + WATI) and CRM→Audiences→Reporting (Zapier + n8n) pipelines.
- **Answer Engine Optimisation —** brand citation inside ChatGPT, Perplexity, and Google AI Overviews (AEO/GEO).
- **AI Creative Engine —** brief → AI script → edit → 3D motion → performance loop, shipping weekly.
- **Research & Strategy Stack —** Perplexity (market research), Grok (real-time sentiment), Claude & GPT-4 (briefs, copy, scripts).

EDUCATION

Dual Degree — B.Tech Civil Engineering + MBA (Marketing & Finance)
Gautam Buddha University · 2015 – 2020