

SHANTANU TYAGI

Digital Marketing Manager | Performance & Growth
Specialist

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Professional Summary

Performance-focused Digital Marketing Manager with 6+ years building full-funnel acquisition systems across EdTech, B2B SaaS, and IT services. Currently leading a 7+ member digital marketing team on a remote contract engagement, managing ₹10L+/month Google & Meta ad spend while overseeing SEO, social media, WhatsApp automation (WATI), email marketing, and AI-driven video production (UGC, promotional, 3D motion). Specialist in attribution-first marketing stacks (GA4 + GTM + Looker Studio) that tie every marketing rupee directly to revenue. Proven as both a solo marketing owner and a cross-functional team lead, with an AI-automation layer that accelerates execution without inflating headcount.

Core Competencies

Paid Media	SEO & Content	Analytics & Attribution
Google Ads • Search • PMax • Display • YouTube • UAC • Meta Ads • CAPI • Advantage+ • LinkedIn Ads • Apple Search Ads	Technical SEO • On-Page / Off-Page • Keyword Research • Content Strategy • Link Building • SEMrush • Ahrefs • Screaming Frog • Google Search Console	GA4 • Google Tag Manager • Looker Studio • UTM Frameworks • Funnel Analysis • CPL • CAC • ROAS • LTV • CVR

AI & Automation	Creative & Ops	Platforms & Strategy
n8n · Zapier · ChatGPT GPT-4 · Claude · Perplexity · Grok · Prompt Engineering · Workflow Automation · AI Video Generation · WATI WhatsApp Automation	Final Cut Pro · Apple Motion · Canva · Figma · WordPress · ClickUp · CRM Integration · HTML Email Templates · UGC & 3D Motion Content	B2C / B2B Acquisition · App Marketing · Performance Max · Retargeting · A/B Testing · CRO · Budget Management · Cross-functional Leadership (Teams of 7+)

Professional Experience

Digital Marketing Manager — *Vidyavriti (Contract, Remote)* *May 2026 – Present*

6-month contract role — leading digital marketing end-to-end as a remote team lead, spanning paid acquisition, SEO, social, WhatsApp/email automation, and AI video content.

- Lead and manage a cross-functional digital marketing team of 7+ (paid media, SEO, content, social, and video), owning strategy, execution, and performance reporting for a fully remote engagement.
- Plan and manage ₹10L/month (₹1.2Cr annualised) Google & Meta Ads budget across Search, PMax, YouTube, and Meta placements, optimising full-funnel campaigns for CPL and ROAS.
- Define and drive SEO strategy — keyword research, content planning, and on-page optimisation — building sustainable organic pipeline alongside paid acquisition.
- Own social media marketing strategy and content calendar across platforms to grow brand visibility and audience engagement.
- Set up and manage WhatsApp marketing automation (WATI) for lead nurturing and drip campaigns, and design HTML email templates for retention-focused email marketing.
- Direct AI-powered video production — UGC-style, promotional, and 3D motion content — compressing production timelines and cost versus traditional video pipelines.

Digital Marketing Manager — *Tech Leads IT*, May 2025 – April 2026

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

- Architect and manage full-funnel Google Ads (Search, PMax, YouTube) and Meta Ads campaigns structured by audience intent (cold, warm, remarketing) for high-value ERP and EdTech programme acquisition.
- Built the company's attribution infrastructure from scratch: GA4 → GTM → UTM framework feeding a Looker Studio dashboard tracking CPL, CAC, ROAS, and funnel drop-offs — presented weekly to leadership.
- Introduced cost per qualified lead (CPL-Q) as the primary KPI in partnership with the sales team, replacing vanity lead volume and improving lead-to-admission conversion feedback loops.
- Lead SEO strategy targeting BOFU ERP and EdTech queries; oversee content calendar, briefs, and on-page optimisation to capture high-intent organic demand alongside paid efforts.
- Coordinate cross-functional team of designers, content writers, SEO executives, and video editors; define weekly KPIs and run strategy reviews with senior leadership.

Digital Marketing Manager — *Cedura Tech*, July 2024 – May 2025

Sole marketing owner — managed ₹24L annual ad budget, full SEO pipeline, video production, and analytics entirely in-house.

- Managed ₹15L/quarter (₹60L/year) Google & Meta Ads budget across full acquisition funnel; wrote all RSAs, built GA4 retargeting audiences, and A/B tested video creative — cutting CPL quarter-on-quarter.
- Grew organic traffic by 25% in 6 months by owning the complete SEO-content pipeline: SEMrush keyword research → content briefs → 2 freelance writers → on-page optimisation and rank tracking.
- Grew social media engagement by 50% by producing short-form video (Reels/Shorts) end-to-end using Final Cut Pro and Apple Motion with a structured content calendar.
- Built company's first marketing performance dashboard in Looker Studio, giving leadership real-time visibility into ROAS, lead sources, and spend efficiency for faster budget reallocation decisions.

Digital Marketing Executive — Performance — *INFOQUEST Background Checks Pvt. Ltd.* March 2023 – June 2024

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

- Launched company's first Google Ads Search campaigns at ₹50,000/month; improved CTR by 15% and cut unqualified clicks by 20% within 3 months via structured ad copy A/B testing and negative keyword strategy.
- Ran full technical SEO audit using Screaming Frog, resolved all crawl errors, and raised SEMrush site health score from 65% to 90% — creating a clean foundation for organic growth.
- Wrote and optimised 10+ BOFU service pages and blogs; a 'skyscraper' content piece through competitor backlink reverse-engineering earned 15+ high-quality backlinks.

Digital Marketing Executive — *Block Matrix IT Solutions Pvt. Ltd.* Feb 2022 – Feb 2023

Supported full marketing function across paid, SEO, landing page optimisation, and creative production for a B2B IT company.

- A/B tested B2B landing pages (headlines, CTAs, forms) and lifted form submission rate from 1.8% to 3.1% — a 72% improvement in lead capture efficiency.
- Supported full website redesign and migration: content audit, 301 redirect mapping, and on-page SEO fixes that protected organic rankings through the transition.
- Produced all marketing creative assets (ad graphics, social banners, email visuals) in Canva, enabling continuous campaign output without agency dependency.

SEO Executive — *Byju's* Oct 2020 – Jan 2022

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

- Conducted keyword research and competitor gap analysis across EdTech categories, identifying content opportunities that fed directly into the central content strategy for high-traffic pages.
- Implemented on-page optimisations (meta tags, internal linking, schema markup, alt-text) at scale across hundreds of high-priority pages.

- Tracked and reported weekly organic performance in Google Analytics, building the analytical foundation for data-driven decision-making.

Key Career Highlights

- Currently lead a 7+ member digital marketing team at Vidyavriti, managing ₹10L/month (₹1.2Cr annualised) Google & Meta ad spend on a remote contract basis.
- Built an AI-powered video production capability spanning UGC, promotional, and 3D motion content, reducing dependency on traditional production agencies.
- Grew organic traffic 25% in 6 months as sole marketer at Cedura Tech by building an end-to-end SEO-content pipeline independently.
- Improved B2B landing page conversion rate by 72% (1.8% → 3.1%) through structured A/B testing at Block Matrix IT.
- Improved Google Ads CTR by 15% and cut unqualified clicks by 20% within 3 months at INFOQUEST.
- Raised SEMrush website health score from 65% → 90% through a systematic crawl-error resolution project.
- Grew social media engagement 50% via end-to-end short-form video production at Cedura Tech.
- Managed ₹60L+ in annual paid media budgets across Google and Meta Ads as sole performance marketer.

AI & Automation Capabilities

🔍 Strategy & Research	🎨 Content & Creative	⚡ Workflow & Data
▶ Perplexity for deep competitor & market research ▶ Grok for real-time social sentiment tracking ▶ Claude for strategic brief generation & analysis	▶ ChatGPT (GPT-4) for ad copy at scale & SEO briefs ▶ Claude for video scripts & long-form content ▶ Motion Array for rapid creative asset sourcing	▶ n8n workflows: CRM → Ads audiences, auto-reporting ▶ Zapier for cross-platform data pipelines ▶ Bolt for qualitative feedback analysis & insights

Education

Dual Degree: B.Tech Civil Engineering + MBA Marketing & Finance — *Gautam*

Buddha University. 2015 – 2020