



MEHUL KUMAR

DIGITAL MARKETING MANAGER

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Results-driven Digital Marketing Professional with **3+ years** of experience in **Performance Marketing, Social Media Marketing, SEO, Lead Generation, Content Strategy, and Brand Growth**. Proven expertise in managing multi-channel marketing campaigns across Google Ads, Meta Ads, LinkedIn Ads, and organic channels. Skilled in developing data-driven marketing strategies, optimizing campaign performance, increasing brand visibility, and generating qualified leads. Strong analytical mindset with hands-on experience in campaign optimization, audience targeting, marketing automation, and digital analytics.

CORE SKILLS

Digital Marketing

- Performance Marketing
- Lead Generation
- Marketing Strategy
- Brand Awareness Campaigns
- Campaign Management
- Event Marketing

Paid Advertising

- Google Ads
- Meta Ads (Facebook & Instagram)
- LinkedIn Ads
- Remarketing Campaigns
- Audience Segmentation
- Conversion Tracking
- A/B Testing

SEO & Analytics

- Search Engine Optimization
- Keyword Research
- On-Page SEO
- Technical SEO
- Google Analytics 4
- Search Console
- Data Reporting

Social Media Marketing

- LinkedIn Marketing
- Instagram Marketing
- Facebook Marketing
- Community Management
- Content Planning
- Social Media Growth

Website Management

- WordPress
- Landing Page Optimization
- User Experience Enhancement
- Conversion Rate Optimization

Content & Design

- Content Marketing
- Copywriting
- AI Content Creation
- Canva
- Adobe Photoshop
- Creative Strategy

PROFESSIONAL EXPERIENCE

COSMO HOME TECH | 05 MARCH 2026 – PRESENT

Digital Marketing Manager

- Developed and executed digital marketing strategies to increase event registrations, exhibitor leads, and brand visibility.
- Managed and optimized Google Ads, Meta Ads, and LinkedIn Ads campaigns to maximize lead generation and ROI.
- Conducted competitor analysis, audience research, and keyword planning to improve campaign performance.
- Implemented SEO and content marketing strategies to enhance website traffic and organic search visibility.
- Collaborated with design teams to create high-converting marketing creatives and promotional assets.
- Monitored campaign performance using analytics tools and optimized campaigns based on data-driven insights.

MASL WORLD PVT LTD. | 01 JUNE 2025 – JAN 2026

Digital Marketing Executive

- Managed LinkedIn content strategy, scheduling, and audience engagement to strengthen brand presence.
- Designed marketing assets including carousels, infographics, presentations, event creatives, and digital collateral.
- Assisted in content creation, article research, and blog optimization to support thought leadership initiatives.
- Monitored content performance and prepared analytical reports to improve engagement and reach.
- Engaged with industry stakeholders and managed communication through social media platforms.

ENTERSLICE PVT LTD. | 28 MARCH 2024 – 20 FEB 2025

Social Media Marketing Executive

- Created and managed social media campaigns, content, and promotional assets across multiple platforms.
- Increased social media engagement by 40% through strategic content planning and audience-focused campaigns.
- Conducted market and trend analysis to optimize content performance and audience growth.
- Managed community engagement and strengthened customer relationships through proactive interactions.
- Tracked campaign performance and delivered actionable insights to improve marketing ROI.

Digital Marketing Executive

- Managed and optimized Meta advertising campaigns, improving conversions and campaign performance.
- Designed and maintained WordPress websites, enhancing user experience and website functionality.
- Created engaging visual content using Canva, Photoshop, and video editing tools to increase audience engagement.
- Implemented local SEO strategies and managed Google Business Profiles to improve online visibility.
- Supported social media management and ensured consistent brand communication across digital channels.

KEY ACHIEVEMENTS

- Generated 5X ROI through high-performing digital marketing and performance advertising campaigns using strategic audience targeting and continuous optimization.
- Increased social media engagement by up to 60% and achieved 30% follower growth through data-driven content strategies and audience-focused campaigns.
- Successfully managed and optimized multi-channel marketing campaigns across Google Ads, LinkedIn Ads, Facebook Ads, and Instagram, consistently exceeding campaign objectives.
- Reduced campaign CPC by 40% through A/B testing, audience segmentation, creative optimization, and performance analysis.
- Improved online reputation and customer satisfaction, contributing to a 25% increase in positive customer reviews and stronger brand credibility.
- Enhanced website visibility and organic traffic through effective SEO implementation, content optimization, and keyword-driven strategies.
- Strengthened brand positioning through competitor analysis, market research, and data-backed marketing initiatives.
- Streamlined marketing operations by implementing structured content calendars, reporting systems, and campaign workflows, improving efficiency by 20%.
- Created high-performing visual content, marketing creatives, presentations, and social media assets that significantly increased audience engagement.
- Delivered actionable business insights through advanced analytics, reporting dashboards, and performance measurement frameworks.

CERTIFICATIONS

- **Digital Marketing Certification (Delhi University)**
- **Google Fundamentals of Digital Marketing**
- **Social Media Marketing Certification**
- **Google Analytics Certification**
- **Meta Certified Digital Marketing Associate**