



Raja Manu

Digital Marketing Strategist /
Web Developer

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📍 Sarita Vihar, Delhi

SUMMARY

Dynamic and results-oriented, I'm a seasoned professional passionate about driving transformative digital advertising solutions. With a proven track record in optimizing campaigns and fostering client success, I excel in navigating complexity and delivering exceptional outcomes. As a strategic thinker and collaborative leader, I'm eager to bring my expertise to Google, where I can continue to drive innovation and empower businesses to thrive in the digital age.

EXPERIENCE

Marketing Executive/Sales Coordinator

04/2023 - Present

Marketome.LLC ↗

Implemented and optimized digital advertising campaigns, driving impactful results for clients.

Managed complex, transformative solutions, ensuring alignment with client objectives and business outcomes.

Led cross-functional stakeholder collaboration to deliver excellent client experiences and exceed expectations.

Utilized insights and analytics to drive decision-making and strategic planning for client projects.

Demonstrated ability to thrive in ambiguity and complexity, understanding and addressing client needs effectively.

Marketing Executive

09/2022 - 03/2023

MRTC Pvt Ltd

Spearheaded multi-dimensional problem-solving initiatives, driving high-impact outcomes for key markets and stakeholders.

Pitched and led the execution of new proposals, elevating complex projects and establishing subject matter expertise.

Developed advanced frameworks and solutions, fostering long-term trust and value with clients.

Provided coaching and mentorship to team members, promoting a culture of continuous improvement and excellence.

Collaborated closely with sales teams to drive business growth and thought leadership.

Marketing Executive

09/2021 - 04/2022

Techrise pvt ltd

Managed digital advertising campaigns and client relationships, ensuring successful outcomes and customer satisfaction.

Collaborated with cross-functional teams to develop and implement strategic solutions tailored to client needs.

Analyzed campaign performance and provided actionable insights to optimize advertising strategies and maximize ROI.

Acted as a trusted advisor to clients, providing guidance on best practices and emerging trends in digital advertising.

Junior Digital Marketing Executive

05/2020 - 08/2021

Kartar Insititute

Conducted market research and analysis to identify growth opportunities and develop strategic marketing plans.

Implemented digital marketing campaigns across various channels, including social media, email, and search engine optimization.

Monitored campaign performance metrics and made data-driven adjustments to optimize results and achieve campaign objectives.

Assisted in the creation of compelling content and messaging to engage target audiences and drive conversions.

IT Trainee

01/2019 - 03/2020

Sarkariresult.com

Supported digital advertising initiatives and assisted in the execution of marketing campaigns.

Conducted market research and competitor analysis to inform campaign strategies and messaging.

Assisted with campaign optimization efforts, including keyword research and ad copy testing.

Contributed to team meetings and brainstorming sessions to generate creative campaign ideas and solutions.

EDUCATION

Bachelors's in Computer Application

2022

Dr. Zakir Hussain Insititute - BCA

CGPA-8.6

Professional development completed in Java

Member of Red Wolf

Awarded SOTY

Awarded PROJECT PLANNER

PCM

2019

Senior Secndry High School Govind Pur - 12th

1st Division with 61% of Marks.

All Basic Subjects

2016

R.O.S PUBLIC SCHOOL - 10TH

CGPA-8.2

1st-Divison

Best Project Manager of the Year

CERTIFICATES

Software Testing Automation

01/2021 - 07/2021

Digitel Marketing

08/2020 - 10/2020

Programming with python

03/2020 - 07/2020

Programming with Java

03/2020 - 07/2020

SKILLS

HTML / CSS/ Wordpress

Ambiguity Management

Intermediate

B2B / B2C marketing

Intermediate

AMS

Intermediate

HubSpot / Zohoo CRM

Intermediate

Client Relationship Building

Advanced

Google Analytics

Intermediate

Search Engine Optimization (SEO)

Intermediate

Google Search Console

Advanced

Project Management

Intermediate

SEO / SMO / SMM

Advanced

A/B Testing

Intermediate

Mentorship and Coaching

Intermediate

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|--|--------------|------------------------------------|--------------|
| Strategic Thinking | Intermediate | Communication Skills | Intermediate |
| Stakeholder Management and Collaboration | Intermediate | Conversion Rate Optimization (CRO) | Intermediate |
| Social Media Marketing | Intermediate | Marketing Automation | Intermediate |
| Insights and Analytics | Intermediate | Graphic Design | Expert |
| Digital Advertising Campaign Management | Intermediate | Understanding of Marketing Funnel | Advanced |

LANGUAGES

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|---------|--------------|----------|--------|
| English | Intermediate | Bhojpuri | Native |
| Hindi | Fluent | | |