

MANOJ VIJAY MORE
ContactNo.: 9930217630
E-Mail: manojmore17@gmail.com

MANAGERIAL ASSIGNMENTS

Digital Marketing/Online Marketing
Industry Preference: E-Commerce/IT/Retail/FMCG
Location Preference: Mumbai, Navi Mumbai

PROFILE SUMMARY

A Marketing Professional with over 9+ years of experience in the areas of;

End-to-End Ecommerce Management	Digital Marketing	Google AdWords(PPC Ads)
Search Engine Optimization	Paid Social Media Marketing	Google Analytics & Tag Manager
Website Development	HTML5, CSS & JS	Shopify & WordPress Web Design
Lead Generation	E-Mail Marketing	Graphic Design

- Skilled in marketing the clients business to achieve objectives such as online sales, lead generation, high online visibility, online brand positioning and online reputation management
- Experience of developing responsive websites. Also have experience in developing word press website (have knowledge of dashboard, how to edit or add pages, menus, etc. Also have knowledge about how to use plugins). Also have knowledge of Photoshop and Canva softwares.
- Experience in handling clients for overall digital marketing strategies involving SEO, SMM, PPC, E-Mail Marketing, Landing-Page Optimization, Link-Building and so on
- Exposure of working with clients from India, US, Canada and handling marketing & promotional activities.
- Demonstrated acumen in planning and organizing online as well as off-line events for brand promotion strategies for client's business
- Analytical, meticulous and quality-oriented professional with an eyes for detail

CORE COMPETENCIES

- Devising web marketing strategies that have elevated brands from relative obscurity, online sales, generated leads/revenue and increased profits in competitive markets
- Developing content initiatives to launch blogs, video content and social media profiles in order to generate thought readership and significant inbound marketing results
- Analyzing and researching keywords related to client's website through keywords research tool
- Conducting competitor analysis to identify improvements as well as increase visibility and rankings
- Ensuring continued success of Pay Per Click (PPC) lead generation, delivering strong profits and return on investment to the business
- Conducting regular research into industry to keep abreast of latest Google updates, search marketing technologies, digital trends, marketing advancements, etc.

ORGANISATIONAL DETAILS

Since Nov'23 – Till Now

Ranchpride Agrocomm Pvt Ltd (Yumleys)

Digital Marketing & Ecommerce Manager

Key Result Areas:

- Develop and execute on an eCommerce digital marketing strategy from scratch
- Create and manage marketing campaigns to drive sales and increase brand visibility.
- Monitor and analyse the overall digital sales performance, site performance, conversion rates and traffic
- Manage day-to-day operations of the eCommerce business, including order processing, inventory management, and fulfillment.
- Analyze data and market trends to identify growth opportunities and develop actionable insights.
- Conduct competitive analysis to evaluate market trends and identify new opportunities;
- Handle directly manage digital marketing channels across PPC, SEO, Display, affiliates and email marketing and social media
- Setting up and managing Amazon, Flipkart, Tata1mg, JioMart ad campaigns, including ad groups, ads, keywords, bids, and budgets, as well as conducting keyword research, competitor analysis, and market research for the brand account
- Drive new ideas and processes to improve the performance of campaigns, including account structure, bidding, ad copy, and keyword development.
- Responsible for achieving growth objectives, including Net Sales and Net Margin percentage;
- Make recommendations to continually improve performance by analyzing internal results, and competitive data, and keeping on top of industry trends.
- Monitor customer feedback, reviews and ratings to identify areas of improvement and implement strategies for enhancing customer satisfaction and retention.
- Manage content, pricing and promotional strategy for product catalog.

Since Nov'21 – Oct 23

Rigved Technologies (Rigved Life Science)

Digital Marketing Specialist

Key Result Areas:

- Strategize, execute, and manage a social media ad campaigns from: conception, to execution, to analysis and manage budgets
- Manage all online activity in relation to traffic acquisition, sales, conversion and a/b testing and reporting
- Develop and implement ecommerce strategy in order to improve website performance
- Monitor day to day sales, catalogue, promotions, returns, etc.
- Work with the marketing team or manage digital marketers in order to improve quality and traffic acquisition
- Re-Platforming website to new CMS, making website mobile capable
- Research market in order to discover new trends and technologies in order to improve website performance
- Analyse various data in order to deliver data driven strategies in order to deliver top performance and achieve kpis
- Oversee or directly manage digital marketing channels across PPC, SEO, Display, affiliates and email marketing and social media
- Develop content calendar and oversee website uploads and landing pages development Keeping track of data and analysing the performance of social media campaigns

Since Aug'19 – Oct'21

UNNAAT Solutions

Digital Marketing Manager

Key Result Areas:

- Manage a client social media ad campaigns from: conception, to execution, to analysis and manage budgets
- Managing a budget to be spent on promoting social media posts and pay-per-click (PPC) advertising
- Keeping track of data and analysing the performance of social media campaigns
- Manage and maintain the company and clients websites
- Plan and execute all digital marketing, including SEO/SEM, email, social media and search advertising campaigns.
- Analyzed traffic and made recommendations for further improvements.
- Develop strategies for maintaining brand reputation online.
- Developed and managed digital pay-per-click advertising programs using Google AdWords, Facebook, and third-party content distribution networks.

- Performed monthly adjustments on campaigns in Google AdWords and social media channels in order to maximize performance within current budget.
- Formulating marketing strategies for Facebook page optimization to increase brand visibility and improve online brand positioning the business
- Managing the development and optimization of landing pages for PPC and E-Mail Marketing
- Conducts keyword research to create a list of keyword phrases on which you will be bidding.
- Set up pay-per-click advertising campaigns on Google Search and Google Mobile Ads.
- Research and analyze competitor advertising links.
- Design graphics for Social Media campaigns.

Since May'18 - June'19

Lead Mantra

Digital Marketing Manager

Key Result Areas:

- Developed and managed digital pay-per-click advertising programs using Google AdWords, Facebook, and third party content distribution networks.
- Performed monthly adjustments on campaigns in Google AdWords and social media channels in order to maximize performance within current budget.
- Manage and maintain the company and clients websites
- Formulating marketing strategies for Facebook page optimization in order to increase brand visibility and improve online brand positioning the business
- Managing the development and optimization of landing pages for PPC and E-Mail Marketing
- Conducts keyword research to create a list of keyword phrases on which you will be bidding.
- Set up pay-per-click advertising campaigns on Google Search, Google Display Partners, and Google Mobile Ads.
- Research and analyze competitor advertising links.
- Design Social Media campaigns and Google Display Banner Ads images

Since Feb'15 – Apr'18

9ciphers LLC

Sr. Executive – SEO, SEM Services

Key Result Areas:

- Planning and devising on-page optimization strategies as per website requirements
- Developing content copies Involving articles and press releases
- Manage and maintain the organisation's websites.
- Trying to achieve position in the first page of popular search engines.
- To add blog pages if required and submit articles to directories for getting back-links, also try new methods that can prove beneficial.
- Technical issues such 404 Error, Duplicate content problems related to XML and HTML sitemap, broken links etc should be rectified.
- Write and optimize content for the website and social networking accounts such as Facebook, LinkedIn and Twitter
- Formulating marketing strategies for Facebook page optimization in order to increase brand visibility and improve online brand positioning the business
- Managing the development and optimization of landing pages for PPC and E-Mail Marketing
- Research and analyze competitor advertising links.
- Gathering data about various countries, products and industries related to the niche as a part of pre-launch market research
- Used Google Analytics for goal set-up, report generation, website study, visitor analysis, social media tracking, AdWords tracking and various other tools

EDUCATIONDETAILS

- Completed 6 months Advanced Digital Marketing Course Diploma from Softpro Digital Marketing Training Institute Mumbai.
- Completed BSC Computer Science from Dnyanasadhana College, Thane (Mumbai University).
- Completed HSC from Navjeevan Vidyalaya Institute of Science Bhandup (Mumbai University).

- Completed SSC from Shree Saraswati Vidya Mandir Bhandup (Mumbai University).

PERSONALDETAILS

Date of Birth: 17th Sept 1990
Languages Known: Marathi, Hindi & English
Address: 607, Divaya Shivangan Apt., Nardas Nagar, T.P. Road, Bhandup(W) Mumbai- 400078