

ABHIMANYU CHANAKYA MISHRA

DIGITAL MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 5+ years of experience planning and executing full-funnel digital marketing campaigns across D2C e-commerce and B2B. Skilled in performance marketing, paid media (Google Ads, Meta Ads, LinkedIn Ads), SEO, social media marketing, email marketing, and conversion rate optimization (CRO). Manages ₹30–40 Lakh in monthly ad spend at an average 600% ROAS, consistently exceeding revenue targets while lowering CAC. Strong in Google Analytics (GA4), Google Tag Manager, marketing automation, data analysis, and cross-functional stakeholder management.

CORE SKILLS

Paid Media & PPC: Google Ads, Meta (Facebook/Instagram) Ads, LinkedIn Ads, Search, Display, Shopping, Remarketing, Campaign Strategy

Performance & Growth: ROAS Optimization, CAC Reduction, Lead Generation, Conversion Rate Optimization (CRO), Funnel Optimization, A/B Testing, Budget Management

Analytics & Tools: Google Analytics (GA4), Google Tag Manager, SEMrush, Shopify, Hootsuite, Mailchimp, Zoho CRM, Microsoft Office

SEO & Content: On-page SEO, Off-page SEO, Technical SEO, Local SEO, Keyword Research, Content Marketing, Google Business Profile

Digital Marketing Strengths: Digital Marketing Strategy, Full-Funnel Marketing, Social Media Marketing, Email Marketing, Marketing Automation, Brand Building, Go-to-Market & Brand Launches, E-commerce Growth

Business & Leadership: Stakeholder Management, Cross-functional Collaboration, Reporting & Dashboards, Sales Forecasting, Team Leadership

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

May 2023 – Present

Ample Technologies Pvt. Ltd. — Bengaluru, India

- Lead performance marketing and paid social strategy and execution across Imagine (Apple), Bose, LEGO, and the B2B vertical (Apple for Enterprise and other enterprise business units).
- Drove the digital go-to-market for the LEGO India launch, supporting the rollout of the country's first LEGO Certified Stores.
- Launched and scaled the LEGO India e-commerce website (Lego.mybrickhouse.com), growing traffic from 0 to 5.5 million (55 Lakh) visits within the first year.
- Generated ₹9 Crore in annual e-commerce revenue while reducing ACoS to 10–12% through CRO and paid-media efficiency.
- Delivered 60% year-over-year growth against revenue targets for the Imagine (Apple) brand.
- Achieved 130% of overall revenue targets across all brands for FY25–FY26.
- Manage ₹30–40 Lakh in monthly ad spend across Google Ads, Meta, and LinkedIn Ads, sustaining an average 600% ROAS across all brands.
- Generate 300–400 qualified B2B leads per quarter via Google Ads and LinkedIn Ads, driving 18% incremental quarter-over-quarter growth.
- Implemented CRO initiatives on Shopify stores (imagineonline.store, soundscape.store), increasing sales by 60% (Imagine) and 68% (Bose) while reducing CAC.
- Grew website traffic by 23% (Imagine), 58% (Bose), and 300% (Ample) through integrated paid, SEO, and content strategies.
- Built and optimized full-funnel Google Ads and LinkedIn Ads campaigns for B2B services, improving lead quality and pipeline efficiency.

- Analyze GA4 and campaign data to identify trends, optimize budget allocation, and improve engagement and ROI; deliver weekly and monthly reports to senior stakeholders.

Digital Media Executive

Jul 2022 – May 2023

Brickwork Ratings — Bengaluru, India

- Planned and executed paid campaigns (Google Ads, LinkedIn Ads, Facebook Ads) for in-house brands and external clients.
- Managed \$4,000 in monthly ad spend, achieving an average 300% ROAS across accounts.
- Grew LinkedIn follower base by 50%+ in 8 months through organic and paid social.
- Led end-to-end SEO (on-page, off-page, technical, local): keyword research, meta tags, site audits, crawlability, site-speed optimization, and Google Business Profile/map listings.
- Set monitoring benchmarks to measure and improve website and social performance; collaborated with designers, developers, content creators, and marketing managers.

Area Sales Executive

Sep 2020 – May 2022

TTK Healthcare Ltd. — Surat, India

- Managed sales across four FMCG segments — cosmetics (EVA), protective devices (SKORE), healthcare (Woodward's Gripe Water), and home care (Good Home).
- Awarded 2nd prize for highest growth and performance in Gujarat for FY 2021–22.
- Hired, trained, and managed sales staff; implemented compensation plans to achieve area sales targets.
- Expanded volume and market share across the consumer-care portfolio; maintained strong channel-partner relationships.

CERTIFICATIONS

- **Advanced Certification in Digital Marketing & Communication** — upGrad (2023)
- **Growing Business with Facebook** — upGrad (2022)

EDUCATION

PGDM, Marketing

2018 – 2020

Birla Institute of Management Technology (BIMTECH), Greater Noida

B.E., Biotechnology

2012 – 2017

RV College of Engineering, Bengaluru

ADDITIONAL INFORMATION

Languages: English, Hindi

Interests: Music production, cosmology, guitar, football