
URADI MANOJ KUMAR

Performance Marketing | Business Analytics | Digital Marketing

manojkumaruradi21@gmail.com | 7981522447

Linkedin: <https://www.linkedin.com/in/manoj-kumar-uradi-b96304234> | Portfolio: <https://manojportfolio.rf.gd/?i=1>

EXECUTIVE SUMMARY

- **Performance Marketing Specialist** with 5+ years of experience in **Digital Marketing, SEO, PPC**, and data-driven campaign execution.
 - Achieved **23.5x ROAS** through optimized **Meta Ads** campaigns and targeted **Google Ads** strategies.
 - Increased lead generation by **6x** using advanced **SEO techniques, Website optimization**, and **Content marketing**.
 - Hands-on expertise in **GA4**, Google Ads (Remarketing), Meta Ads Manager, **Looker Studio**, **Google Tag Manager (GTM)**, and **TeleCRM automation** workflows.
 - Proficient in **Scroll Depth Tracking**, Meta Pixel implementation, and **WhatsApp marketing** workflows to streamline lead conversion funnels.
 - Experienced in website management on **WordPress**, with a focus on SEO-friendly blogs and performance improvements.
 - Strong capability in cross-functional collaboration, working closely with sales teams to improve follow-up efficiency and conversions.
 - Skilled in building performance dashboards, tracking KPIs, and delivering data-driven marketing insights for continuous optimization.
 - Proven ability to lead digital teams, manage end-to-end marketing cycles, and deliver high-ROI marketing strategies.
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KEY SKILLS & TOOLS

Performance Marketing	Google Ads (Search, Display, YouTube), Meta Ads Manager, Campaign Optimization, Remarketing, Google Shopping Ads
SEO & Content Marketing	SEO Strategy, Keyword Research, Google Search Console, GMB Optimization, On-page SEO, WordPress Management
Analytics & Reporting	Google Analytics (GA4), Google Data Studio (Looker Studio), Conversion Funnel Tracking, Scroll Depth Tracking, UTM Tracking, A/B Testing
Automation & CRM	Google Tag Manager (GTM), TeleCRM, WhatsApp Automation, Meta Pixel, CRM Lead Workflows, Event Tracking
Project Management	Sprint Planning, Campaign Auditing, Task Delegation, Sales Collaboration, Cross-functional Coordination
Additional Google Tools	Google Trends, Google My Business, Google Optimize (A/B Testing), YouTube Studio, Asana/Trello for Project Tracking, ChatGPT Prompting Basics

PROFESSIONAL EXPERIENCE

iLead Tax & Business Services Pvt. Ltd - Hyderabad, Telengana

Digital Marketing Manager | January, 2025 - Present

iLead Tax & Business Services Pvt. Ltd is a leading financial consultancy firm offering tax planning, business advisory, and compliance services to small businesses and entrepreneurs across India. In this role, I managed end-to-end digital marketing operations including performance marketing, SEO optimization, and lead automation workflows to drive qualified lead generation and improve overall digital conversion rates. I worked closely with cross-functional teams across sales, content, and technology to maximize campaign efficiency and deliver data-driven marketing performance improvements.

Key Responsibilities & Achievements:

- Managed and optimized Meta Ads campaigns, achieving an average ROAS of 23.5x with consistent lead flow.
 - Spearheaded Google Ads campaigns, improving targeted traffic and boosting monthly lead acquisition.
 - Automated lead pipelines using TeleCRM and WhatsApp marketing flows, reducing lead response times and increasing sales readiness.
 - Deployed GA4 and GTM configurations including scroll-depth tracking, event triggers, and Meta Pixel for advanced campaign analytics.
 - Increased organic lead generation by 6x through comprehensive SEO strategies and content marketing plans.
 - Designed and maintained a SEO-optimized WordPress website, including regular blog publishing aligned with high-intent keywords.
 - Enhanced local visibility via Google My Business (GMB) optimizations.
 - Collaborated with the sales team to improve lead follow-up processes, resulting in higher conversion rates and reduced sales cycle time.
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Simplotel | Bengaluru

Digital Marketing Manager - Aug 2024 – Jan 2025

Simplotel is a SaaS-based hospitality technology company providing website and digital marketing solutions to hotels, focused on improving online bookings, direct traffic, and brand visibility. At Simplotel, I was responsible for leading SEO strategies, managing PPC campaigns, and delivering data-driven performance improvements for hotel clients. I worked closely with internal teams to enhance website performance, content strategy, and digital advertising ROIs. Additionally, I mentored junior team members and contributed to cross-functional digital project execution.

Key Responsibilities & Achievements:

- Developed SEO roadmaps using Google Keyword Planner and UberSuggest, optimizing hotel websites for improved Google rankings and organic traffic growth.
- Managed and optimized Google Ads campaigns, focusing on budget efficiency and ROI maximization through targeted search and display ads.
- Created and delivered SEO and PPC performance reports using Google Analytics (GA4), Looker Studio, and Google Search Console for internal and client review.
- Conducted manual and tool-based website audits to identify SEO gaps, enhance page speed, and improve user experience.
- Oversaw a digital marketing team, assigning tasks, providing guidance, and ensuring consistent campaign execution aligned with client goals.
- Drove cross-functional collaboration between content, design, and technology teams to implement holistic digital strategies for clients.

Wakefit | Bengaluru

Retail Intern - Oct 2023 – Nov 2023

Wakefit is a leading direct-to-consumer (D2C) home and sleep solutions brand in India, offering a wide range of sleep products, furniture, and home essentials through both online and offline retail channels. As a Retail Intern, I supported the retail operations team in inventory management, sales tracking, and market research. I contributed to store-level sales performance improvements and gained hands-on experience in customer behavior analysis and sales reporting.

Key Responsibilities & Achievements:

- Assisted in inventory tracking, conducted stock audits, and supported store operations to maintain optimal product availability.
 - Contributed 6% of overall sales towards the store's monthly target through active customer engagement and upselling techniques.
 - Analyzed sales performance reports, identifying product movement trends and assisting in merchandising decisions.
 - Conducted market research to understand customer preferences, contributing to localized sales strategies.
 - Gained exposure to retail reporting dashboards and assisted in preparing daily sales summaries for management.
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Skillhacc | Bengaluru

Digital Marketing Intern - May 2023 – July 2023

Skillhacc is a digital marketing training and consulting platform focused on delivering practical skill-based learning in SEO, social media marketing, and performance advertising through industry-focused training programs. As a Digital Marketing Intern, I worked on SEO optimization, backlink strategies, and social media campaign execution. I also developed practical knowledge in digital performance tracking and contributed to increasing website traffic through strategic keyword targeting and content marketing.

Key Responsibilities & Achievements:

- Conducted keyword research using KWFinder and Google Keyword Planner, identifying high-value keywords for ranking improvements.
 - Executed backlink generation strategies, contributing to higher domain authority and increased organic traffic.
 - Ran Facebook Ads campaigns, including targeting setup and creative optimization to boost audience engagement.
 - Assisted in social media content planning, supporting cross-channel brand promotion.
 - Monitored website performance through Google Analytics and provided inputs for SEO optimization.
 - Gained hands-on experience in digital marketing tools, performance analysis, and basic campaign reporting techniques.
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Bhavani Mesh & Fencing Manufacturer | Telangana

Marketing Manager - Mar 2019 – Jul 2022

Bhavani Mesh & Fencing Manufacturer is a regional leader in fencing and construction material supply, catering to B2B and B2C customers across Telangana with a focus on quality fencing solutions and customized product offerings. In this role, I managed the entire marketing function, including B2B sales strategy, product pricing, and vendor negotiations. I was responsible for driving sales growth, improving operational efficiency, and optimizing cost structures through strategic planning and execution.

Key Responsibilities & Achievements:

- Developed and executed B2B marketing strategies, resulting in a 40% increase in annual sales revenue.
- Designed a new production plan, contributing to a 10% reduction in operational costs.
- Increased net profitability by 50% through effective marketing campaigns and operational cost management.
- Negotiated supplier contracts, achieving a 9% reduction in raw material costs without compromising product quality.
- Managed end-to-end logistics and supply chain flow, ensuring on-time delivery and inventory optimization.
- Supported sales process improvements, handled customer relationship management, and contributed to market expansion efforts.

Balaji Hero Showroom | Telangana

Management Trainee – Sales & Marketing - Nov 2018 – May 2019

Balaji Hero Showroom is a regional authorized dealership of Hero MotoCorp, specializing in motorcycle sales, servicing, and after-sales support, catering to retail and corporate clients in Telangana. As a Management Trainee, I gained hands-on experience in retail sales operations, customer relationship management (CRM), and showroom marketing activities. I assisted in end-to-end sales processes, developed customer engagement strategies, and contributed to sales target achievements.

Key Responsibilities & Achievements:

- Assisted customers in the selection and purchase of motorcycles, delivering a personalized customer experience.
- Contributed to sales growth by participating in local marketing initiatives and product promotions.
- Supported customer issue resolution during pre-sales and after-sales stages, improving customer satisfaction scores.
- Participated in inventory management, ensuring stock availability and smooth product flow.
- Gained working knowledge of vehicle financing processes, sales documentation, and retail CRM systems.
- Assisted showroom management in organizing sales campaigns, promotional events, and service camps.

EDUCATION

MBA - Marketing and Business Analytics	IIBS, Bengaluru	2022 - 2024
B.Com	Kakatiya University	2019 - 2022

CERTIFICATIONS

- Project Completion Certificate || Digital marketing course completion Certificate, Skillhacc || Digital marketing Certificate by Google || Tally & GST Certificate || Advance MS Excel Certificate

ACHIEVEMENTS

- Achieved 12k subscribers in You Tube || District Volleyball captain