

# ANURAG THAKUR

## DIGITAL MARKETING MANAGER & GROWTH STRATEGIST

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### PROFESSIONAL SUMMARY

Result-driven Digital Marketing Manager and Technical Growth Marketer with comprehensive expertise across Performance Marketing, Advanced Search Optimization, and Custom Marketing Automation. Proven track record executing multi-channel paid campaigns (Google, Meta, LinkedIn Ads), building high-converting sales funnels, and driving next-gen search optimization (AEO & GEO). Skilled in custom WordPress plugin development, local search growth (GMB), marketing analytics, and lifecycle email automation to boost conversion rates and drive scalable ROI.

### CORE COMPETENCIES & SPECIALIZATIONS

|                                |                                                                                            |
|--------------------------------|--------------------------------------------------------------------------------------------|
| Performance & Paid Media:      | Google Ads, Advanced Meta Ads, LinkedIn Ads, Media Planning, Lead Gen Funnels              |
| Search & AI Optimization:      | Technical SEO, On-Page/Off-Page SEO, AEO, GEO, Link Building, Keyword Strategy             |
| Web & Technical:               | Custom WordPress Plugin Dev, Site Speed & Architecture, HTML5, CSS3, JS, Rank Math         |
| Local & Enterprise Visibility: | Google My Business (GMB Optimization), Local Pack Ranking, Local SEO                       |
| Funnel & Email Marketing:      | Full-Funnel Architecture, Lead Nurturing, Workflows (Brevo, Mailchimp), Email Optimization |
| Analytics & AI Tools:          | GA4, Google Search Console (GSC), ChatGPT, Gemini, Canva AI, AI Automations                |

### PROFESSIONAL EXPERIENCE

#### Acme Advertising Co. — Digital Marketing Manager Dec 2024 – Present | New Delhi

- Develop end-to-end growth strategies combining Paid Media, Technical SEO, AEO, and GEO for AI platforms & search engines.
- Architect custom WordPress plugins and site strategies to boost performance, scalability, and user engagement.
- Manage high-ROI Google, Meta, and LinkedIn Ads campaigns, systematically reducing cost-per-acquisition (CPA).
- Build sales funnels and automated email sequences (Brevo, Mailchimp) to nurture leads and elevate retention rates.
- Formulate media plans aligned with company KPIs and mentor team members across performance metrics.

#### T-Soft Tech — Digital Marketing Specialist Feb 2024 – Dec 2025 | New Delhi

- Spearheaded high-converting Google Lead Form and Meta ad campaigns across B2B/B2C verticals (Bulk SMS, SMS API, Taxi Services).
- Optimized Google My Business (GMB) profiles and landing page structures to drive organic local search traffic.
- Analyzed traffic patterns and keyword performance using GSC and GA4 to refine campaign targeting.

#### Appsoleut Games — QA Tester Sep 2022 – Feb 2023

- Conducted smoke and sanity testing for release builds, analyzing requirements and documenting actionable bug reports.

#### GamixLabs — QA Tester Nov 2020 – Sep 2022

- Managed QA workflows, executing 200+ test scenarios using JIRA, Zoho Sprints, and GitLab.

### PROJECTS & INITIATIVES

#### Self-Driven Digital Assets — *agoodmorning.in*

- Built content portal using WordPress, custom plugins, Rank Math, AI generators, and push notifications to scale web traffic.

### EDUCATION

Bachelor of Computer Applications (BCA) — IGNOU (2022)

12th (Senior Secondary) — NIOS (2019)

10th (Secondary) — CBSE (2017)

### FAMILIAR TECHNOLOGIES / TECHNICAL SKILLS

|                            |                                                                                |
|----------------------------|--------------------------------------------------------------------------------|
| Digital Marketing & Ads:   | Google Ads, Meta Ads Manager (Facebook & Instagram), LinkedIn Campaign Manager |
| Analytics & Tracking:      | Google Analytics (GA4), Google Tag Manager (GTM), Google Search Console        |
| SEO & Content Tools:       | SEMrush, Ahrefs, Yoast SEO, Google Keyword Planner, Detailed SEO, and more     |
| CRM & Email Marketing:     | Mailchimp, HubSpot, Brevo, Zoho Marketing Automation                           |
| CMS & Web Tools:           | WordPress, Shopify, HTML / CSS / JS (Basics)                                   |
| Design & Visual Tools:     | Canva, Adobe Photoshop (Basics), and more                                      |
| Automation & Productivity: | Google Workspace, Zoho Marketing Plus                                          |