MANOJ KUMAR M

Growth Marketing Lead | Revenue & Performance Marketing

Paid Acquisition • Attribution • CRO • SEO • Analytics • Revenue Growth

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Location: Chennai, India | Open to relocate to Bengaluru

Portfolio: https://manoj-growth-architecture.pages.dev/

PROFESSIONAL SUMMARY

Full-Funnel Growth & Performance Marketing Lead with **7+ years of agency experience** designing, executing, measuring, and optimizing integrated digital growth programs across **paid acquisition, SEO, social media, content, analytics, conversion optimization, and marketing technology.**

Managed ₹16B+ ($190M+) in cumulative advertising spend across white-label multi-client portfolios over **7+ years,** averaging **₹213 Cr+ ($25M+)** annually and **₹17.7 Cr ($2.1M)** monthly across **1,200+ partner** accounts across global markets.

Specialised in connecting the complete customer journey — **ad impression and click → website behaviour → lead/purchase → qualification → sales → revenue** — through structured tracking, attribution, CRM integration, funnel analysis, and performance reporting.

Strong agency-side background in translating business objectives into digital strategies, identifying funnel leakage, improving acquisition efficiency, developing client-facing insights, managing multi-channel campaigns, and coordinating digital activities across the customer lifecycle.

CORE EXPERTISE

Full-Funnel Growth & Acquisition

Full-Funnel Marketing Strategy • GTM Strategy • New Vertical Expansion • ICP & Audience Strategy • Positioning & Messaging • Demand Generation • Lead Generation • E-commerce Acquisition • Retargeting • Conversion Optimisation • Revenue Growth

Paid Media & Performance Marketing

Google Ads • Meta Ads • LinkedIn Ads • Microsoft Ads • Amazon Ads • TikTok Ads • OTT / Digital Video • Budget Allocation • Media Pacing • Campaign Optimization • ROAS • CPA • CPL • CAC

Measurement, Tracking & Attribution

GA4 • Google Tag Manager • Server-Side GTM • Meta Conversions API • UTM Architecture • Event Tracking • Conversion Tracking • Cross-Channel Attribution • Conversion Paths • Customer Journey Analysis • Offline Conversion Tracking

SEO & Organic Growth

Keyword Research • On-Page SEO • Technical SEO Audits • Content Optimization • Search Performance Analysis • Organic Traffic Analysis • Google Search Console

Social Media & Content

Social Media Strategy • Content Planning • Content Ideation • Creative Strategy • Content Creation • Publishing Calendars • Community Engagement • Audience Engagement • Brand Communication

CRM & Revenue Operations

HubSpot • GoHighLevel • Klaviyo • Lead Scoring • CRM Funnel Tracking • Marketing Automation • Webhooks • Sales Handoff • Lead Qualification • Revenue Tracking

Analytics & Reporting

Looker Studio • Performance Dashboards • Client Reporting • KPI Frameworks • Campaign Analysis • Marketing Analytics • Performance Reviews • Data-Driven Optimization

Agency Operations & Leadership

Multi-Account Management • Client Communication • Account Audits • Media QA • Campaign Launch SOPs • Budget Governance • Reporting Processes • Team Training

AI & Marketing Operations

Claude Code • OpenAI Codex • Python • Campaign Data Analysis • Reporting Automation • Workflow Automation

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SELECTED CAREER IMPACT

₹16B+ ($190M+)
Cumulative advertising spend managed across white-label multi-client portfolios

₹213 Cr + ($25M+)
Annual media investment paced across client portfolios

1,200+
Partner accounts supported through agency delivery

Up to 25%
CPA/CAC reduction achieved through optimization initiatives

20%+
Conversion signals recovered through improved server-side measurement

10x–12x
Peak ROAS achieved across selected campaigns

Automated Revenue Workflows
Built CRM, lead-routing and follow-up automations to reduce manual marketing operations

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PROFESSIONAL EXPERIENCE

PUBLICITY PORT | Chennai, India

Digital marketing and performance agency supporting partner agencies and client portfolios across India, the US, and the UK.

GROWTH MARKETING LEAD – 2021 - Present

- Lead full-funnel growth and performance marketing across D2C, B2B SaaS, EdTech, healthcare and professional-services accounts.
- Manage acquisition strategy, media budgets and optimization across Google, Meta, LinkedIn and other digital channels.
- Solve high-spend/low-ROI and high-lead/low-sales problems through **audience, messaging, offer, funnel and landing-page optimization.**
- Identify **new market opportunities and verticals,** developing and testing new positioning, messaging and acquisition strategies.
- Build conversion-focused websites, landing pages and funnel experiences supporting paid acquisition, SEO and CRO.
- Implement GA4, GTM, Meta CAPI, server-side tracking and attribution frameworks to connect campaigns with downstream outcomes.
- Build CRM, GoHighLevel and marketing automation workflows for lead routing, follow-up and sales handoff.
- Develop automated dashboards, reporting and performance-monitoring systems to improve decision-making and operational visibility.
- Create campaign SOPs, QA frameworks and optimization processes; train junior media buyers and support multi-account delivery.

DIGITAL MARKETING EXECUTIVE – (2020 - 2021 / Publicity Port)

- Managed Google, Meta and LinkedIn campaigns across multiple client accounts.
- Executed audience research, creative/messaging tests, landing-page optimization and conversion tracking.
- Supported SEO, social media, website and analytics initiatives across integrated campaigns.
- Reduced CPA by up to 25% through structured audience, messaging, creative and campaign testing.

DIGITAL MARKETING TRAINEE – (2019 - 2020 / Publicity Port)

- Supported Google and Meta campaign management, reporting, keyword research and optimization.
- Assisted with SEO, landing-page reviews, social media and campaign QA.
- Prepared performance reports covering CTR, CPC, conversions, spend and acquisition costs.

EDUCATION

Bachelor of Engineering (Mechanical Engineering)
Dr. Navalar Nedunchezhiyan College of Engineering (Affiliated to Anna University) | 2014 – 2018

CERTIFICATIONS

- Meta Ads Certification
- Google Ads Certification
- LinkedIn Marketing Solutions Fundamentals
