

Anuj Diwakar

Digital Marketing Manager | Performance Marketing | Growth Marketing | AI-Powered Marketing

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PROFESSIONAL SUMMARY

Digital marketing professional with 9+ years of experience across performance marketing, paid advertising, lead generation, social media marketing, email marketing, website development and e-commerce. Works with businesses across different industries and international markets, from campaign planning and audience targeting to optimization, reporting and client coordination.

Combines marketing strategy, creative execution and technical knowledge (Meta Ads, Google Ads, GA4, Google Tag Manager, WordPress, Shopify) with AI-assisted workflows to support customer acquisition, brand visibility and business growth.

CORE COMPETENCIES

- Performance Marketing & Paid Media
- Campaign Planning & Optimization
- Email Marketing & Lead Nurturing
- Marketing Analytics & Tracking
- Meta Ads & Google Ads
- Audience Research & Segmentation
- AI-Assisted Marketing Workflows
- Creative Strategy & Ad Copywriting
- Lead Generation & Acquisition
- Retargeting & Remarketing
- Website & Landing Pages
- Client Relationship Management

PROFESSIONAL EXPERIENCE

Freelancer, Digital Marketing & Growth Solutions

2025 – Present

Independent

- Plan and execute digital marketing activities based on client objectives, target audiences and business requirements.
- Build and manage paid advertising campaigns on Meta Ads and other platforms, with a focus on lead generation, audience targeting, testing and optimization.
- Create marketing creatives, campaign messaging, promotional content and social media assets.
- Develop websites, landing pages and online stores on WordPress and Shopify to support campaigns and online presence.
- Use AI tools for research, content development, creative ideation and marketing workflows; support email marketing and lead nurturing where required.
- Coordinate with clients on requirements, campaign progress, deliverables and optimization opportunities across industries and markets.

Performance Marketing Team Lead

2025

Homeo Amigo

- Supported performance marketing with a focus on lead generation and digital customer acquisition.
- Coordinated campaign planning, advertising execution and performance monitoring across digital channels.
- Worked on audience targeting, ad messaging, creative testing and campaign optimization.
- Reviewed campaign performance indicators to identify opportunities for improvement.
- Helped align marketing objectives with business requirements.

Digital Marketing Manager

2022 – 2024

Digrowfa Private Limited

- Managed digital marketing activities and supported campaign strategy, planning and execution.
- Worked on paid advertising, social media marketing, audience research and lead generation.
- Supported optimization through performance reviews, creative testing and audience refinement.
- Coordinated digital marketing projects and aligned activities with client objectives.
- Developed promotional content and campaign assets with creative and marketing teams.
- Supported team coordination, knowledge sharing and mentorship.

Freelance Digital Marketing Professional

2019 – 2022

Independent

- Delivered digital marketing and online growth support for client projects.
- Managed social media and assisted with paid advertising and promotional campaign execution.

- Created social media content, ad creatives and campaign messaging.
- Helped businesses improve online visibility and customer acquisition; worked on website-related requirements and digital content.
- Managed client communication, project requirements and delivery coordination.

Digital Marketing Executive

2017 – 2019

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- Supported day-to-day digital marketing activities and online brand promotion.
- Assisted with social media content, campaign execution and promotional communication.
- Contributed to audience engagement and online visibility initiatives.
- Worked with the team on routine campaign tasks and marketing coordination.

TECHNICAL SKILLS & TOOLS

Performance Marketing	Meta Ads Manager, Google Ads, LinkedIn Campaign Manager, Snapchat Ads, X Ads; audience targeting, retargeting, lead generation, campaign optimization, A/B testing; CTR, CPC, CPL, CPA, ROAS
Email Marketing	Mailchimp, Hostinger email services (professional business email setup); campaign planning, newsletters, contact segmentation, promotional campaigns, lead nurturing, personalization, subject line optimization, performance reporting, automation fundamentals
AI & Generative AI	ChatGPT, Google Gemini, Claude, Google Flow, Google Antigravity; prompt engineering, AI-assisted content creation, marketing research, creative ideation, website and app prototyping, AI agents and agentic workflows
Design & Video	Canva, Adobe Photoshop, Adobe Express, Figma, CapCut; social media creatives, ad creative development, promotional graphics, short-form video editing
Website & E-commerce	WordPress, Shopify; landing page creation, website customization, e-commerce setup, content management, conversion-focused design, AI-assisted development
Analytics & Tracking	Google Analytics 4 (GA4), Google Tag Manager, Google Search Console, Meta Pixel; UTM tracking, conversion tracking fundamentals, campaign reporting, website traffic analysis
Social Media & SEO	Facebook, Instagram, LinkedIn, YouTube, X; social media management, content planning, keyword research, on-page SEO fundamentals, local SEO, Google Business Profile optimization
Business & Management	Client communication, campaign planning, project coordination, marketing strategy, team coordination, mentorship, performance reporting, customer acquisition

SELECTED PORTFOLIO & INDUSTRY EXPOSURE

Brands and projects associated with my work across industries and markets. Specific responsibilities on each can be discussed on request.

Brand	Industry	Location	Link
Nayaa B The Designer Studio	Fashion & Boutique	Bathinda, Punjab, India	instagram.com/nayaabthedesignerstudio
Harcourts	Real Estate	Rotorua, New Zealand	harcourts.net/nz
All About Ticket	Event Ticketing	Washington, USA	allaboutticket.com
Digrowfa	Digital Marketing & Creative Agency	Delhi, India	digrowfa.com
USA Auto Rental	Car Rental	Florida, USA	instagram.com/usaautorental
Arsons86	Mobile Distribution	Moradabad, India	instagram.com/arsons86
Caregrow	Healthcare	Delhi, India	caregrow.in
King of Spicy Food	Restaurant & Food	Sharjah, UAE	instagram.com/kingofspicyfood
King Cash & Carry	Retail & Wholesale	Camarate, Portugal	instagram.com/kingcashandcarry
MasterPlayer	Online Gaming Platform	India	masterplayer.online
Escon Panache	Real Estate	Noida, India	escon-panache.com

CERTIFICATIONS & EDUCATION

Certifications	Google · Meta
Education	Senior Secondary Education, Class XII, Kendriya Vidyalaya, CRPF, Rampur, Uttar Pradesh. Year of Completion: 2016