

EDUCRAT IAS ACADEMY PVT LTD — PORTFOLIO

Digital Marketing Manager

September 2019 – December 2022

Professional Summary

Managed digital marketing and performance advertising operations for Educart IAS Academy with a strong focus on student lead generation, admission growth, SEO, landing page optimization, and conversion-focused marketing campaigns for competitive exam preparation programs.

Key Responsibilities

Performance Marketing

- Planned and managed Google Ads campaigns focused on IAS and competitive exam keywords.
- Executed Search, Display, and Remarketing campaigns to generate high-quality student inquiries.
- Optimized campaign targeting using audience segmentation, keyword intent analysis, and geo-targeting.
- Improved campaign performance through negative keyword optimization and bid management.
- Landing Page & Conversion Optimization
- Rebuilt and optimized website UX and landing funnels to improve lead conversion rates.
- Designed high-converting landing pages and inquiry forms for admission campaigns.
- Conducted A/B testing on ad creatives, landing pages, and call-to-action elements.
- Improved inquiry quality and conversion rates through CRO strategies.

SEO & Organic Growth

- Improved organic rankings for high-intent IAS coaching keywords.
- Executed SEO strategies including:
 - On-page optimization
 - Technical SEO
 - Content optimization
 - Internal linking
- Increased search visibility and organic traffic growth through SEO-focused content strategy.

Analytics & Tracking

- Implemented conversion tracking using Google Analytics and Tag Manager.
- Monitored campaign KPIs including:
 - CPL
 - CTR
 - Conversion Rate
 - ROI

- Generated campaign performance reports and optimization insights.

Sales & Admission Coordination

- Collaborated with counseling and admission teams to improve lead qualification.
 - Helped align marketing campaigns with admission targets and student acquisition goals.
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Major Achievements

- Generated 3.5X ROI within 4 months through optimized Google Ads campaigns.
 - Reduced Cost-Per-Lead (CPL) by 45% using keyword restructuring and targeting optimization.
 - Increased landing page conversion rates by 38%.
 - Improved inquiry volume by 60% through conversion-focused funnel redesign.
 - Improved keyword rankings from page 10 to top 3 positions for multiple IAS-related search terms.
 - Increased paid traffic and lead quality through campaign optimization strategies.
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Platforms & Tools Used

- Google Ads
 - Google Analytics
 - GTM
 - Search Console
 - WordPress
 - Landing Page Builders
 - BrightEdge SEO Platform
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Industries Worked

- Education
- EdTech
- Competitive Exam Preparation
- Lead Generation
- Performance Marketing