

HYDROCRAFT ENGINEERS PVT LTD — PORTFOLIO

Digital Marketing Executive July 2017 – September 2019

Professional Summary

Worked as a Digital Marketing Executive at Hydrocraft Engineers Pvt. Ltd., managing international B2B digital marketing campaigns focused on industrial lead generation, SEO growth, export marketing, and brand visibility across engineering and mining-related sectors.

Key Responsibilities

- International Lead Generation
- Managed Google Ads & Meta Ads campaigns targeting:
 - South Africa
 - Australia
 - Middle East Markets
- Generated qualified distributor and dealer inquiries for industrial and mining equipment.
- Built lead generation funnels focused on export-oriented B2B business growth.

Performance Marketing

- Optimized PPC campaigns through:
 - Keyword intent targeting
 - Geo-targeting
 - Bid optimization
 - Ad copy testing
- Improved lead quality while reducing campaign acquisition costs.

SEO & Website Management

- Executed SEO strategies including:
 - Technical SEO
 - On-page optimization
 - Content marketing
 - Keyword optimization
- Increased organic traffic significantly through search visibility improvements.
- Managed WordPress websites, blogs, and product pages.

Landing Page & Funnel Development

- Created landing pages and WhatsApp inquiry funnels for lead conversion.
- Improved inquiry handling and business lead generation through conversion-focused designs.

Market Research & Competitor Analysis

- Conducted competitor research and export market analysis.

- Identified new international business opportunities through digital insights and keyword research.

Sales & Brand Coordination

- Coordinated with export and sales teams to improve lead-to-order conversion performance.
- Supported international brand awareness campaigns and social media marketing initiatives.

Major Achievements

- Generated qualified international B2B leads across industrial markets.
- Reduced CPC by 30% through campaign optimization and keyword refinement.
- Improved lead quality through geo-targeted performance campaigns.
- Increased organic traffic by 70% through SEO implementation.
- Built export-focused landing page systems for industrial inquiry generation.
- Improved website visibility and conversion performance through SEO and CRO initiatives.

Platforms & Tools Used

- Google Ads
- Meta Ads
- Google Analytics
- Search Console
- WordPress
- SEMrush
- SEO Audit Tools

Industries Worked

- Engineering
- Industrial Manufacturing
- Mining Equipment
- Export Businesses
- B2B Lead Generation