

HARDIK MODI

SENIOR MARKETING MANAGER

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SUMMARY

Strategic and results-driven Digital Marketing Leader with 9+ years of experience in driving brand growth, customer acquisition, and revenue through data-driven digital marketing strategies. Expertise in performance marketing, campaign strategy, SEO, and marketing analytics, with hands-on experience in platforms such as Google Ads, Meta Ads, Google Analytics 4, and Search Console. Proven ability to lead cross-functional marketing teams, optimize campaign performance, and align marketing initiatives with business objectives to maximize conversions and ROI.

TECHNICAL SKILLS

SEO (Technical, On-Page, Off-Page)	Website Optimization (WordPress, Wix)	CRM & Automation (HubSpot, Mailchimp)
Google Ads & Facebook/Meta Ads	GA4, Google Search Console, SEMrush	Content Strategy & Copywriting
Email Marketing & Lead Nurturing	Social Media Campaigns (Instagram, LinkedIn)	Conversion Rate Optimization (CRO)
		Team Coordination & Client Handling

PROFESSIONAL EXPERIENCE

Marketing Manager, Arthkaira (X- JM Digital)

Oct 2025 - Present

- Develop and implement strategic digital marketing campaigns to increase online visibility, website traffic, and lead generation.
- Plan, manage, and optimize performance marketing campaigns across Google Ads, Meta Ads, and other digital advertising platforms.
- Analyze campaign performance metrics such as CTR, CPC, CPA, and ROAS to improve marketing effectiveness and maximize ROI.
- Execute SEO strategies including keyword research, on-page optimization, meta tags, and content optimization to improve search rankings.
- Monitor website performance and user behavior through Google Analytics 4 and Google Search Console.
- Manage and schedule daily content across social media platforms to maintain brand presence and audience engagement.
- Create marketing content including blogs, email campaigns, and promotional creatives.
- Collaborate with design and development teams to ensure successful campaign execution and website updates.
- Conduct competitor analysis and market research to identify marketing opportunities and improve campaign strategies.
- Track campaign performance and present data-driven marketing reports and insights to management.

Sr. Marketing Manager, BKM Health Pvt. Ltd.

March 2024 - Sept 2025

- Planned B2B and B2C marketing strategies across digital platforms to boost reach.
- Managed Google, Meta, and LinkedIn ads targeting clinics, hospitals, and patients.
- Created segmented content and email workflows tailored to audience types.
- Aligned messaging with sales objectives to improve conversion outcomes.
- Led a team of marketing professionals to ensure campaign efficiency.
- Developed CRM workflows and nurtured long-term client and patient relationships.
- Delivered insights via analytics reports and drove ongoing campaign improvement.

- Designed full-funnel marketing strategies across paid, organic, and content channels.
- Oversaw cross-functional teams and marketing execution for client accounts.
- Led high-budget campaigns and optimized targeting and messaging continuously.
- Directed SEO and content efforts to drive organic traffic and visibility.
- Conducted audience research and competitor analysis for strategic positioning.
- Reported KPIs and campaign performance using dashboards and analytics tools.
- Worked closely with leadership to align digital strategy with business growth plans.

Digital Marketer, Winny Immigration & Education Services Ltd. Aug 2016 – March 2023

- Executed 360° digital marketing campaigns including SEO, SEM, email, and social media.
- Created engaging blog and ad content aligned with marketing objectives.
- Conducted A/B testing for landing pages and CTAs to optimize conversions.
- Managed Google Ads and Facebook Ads campaigns, focusing on lead generation.
- Handled email campaigns using automation tools, improving audience engagement.
- Analyzed campaign data and aligned efforts with content and design teams.
- Worked collaboratively to ensure smooth execution of marketing initiatives.

SEO Executive

- Conducted keyword research and on-page SEO to improve visibility and drive qualified organic traffic.
- Implemented backlink strategies and technical fixes using tools like Google Search Console and Ahrefs.
- Resolved crawl and indexing issues, improving site health and search engine coverage.
- Coordinated with writers and developers to maintain SEO consistency across the website.
- Generated SEO performance reports and optimized CTR through improved meta tagging.
- Enhanced page speed and mobile responsiveness to improve user experience.
- Stayed updated with Google algorithm updates and adjusted strategies accordingly.

EDUCATION

Diploma in Computer Engineering
K.D. POLYTECHNIC COLLEGE (GTU)

Aug 2013 - June 2016

PROJECT HIGHLIGHTS

- Boosted healthcare leads by 60% in 3 months at BKM Health
- Generated 3,000+ immigration leads through optimized Google Ads at Global Choice
- Ranked 20+ keywords in Top 3 SERP for Winny Immigration website

ADDITIONAL INFORMATION

- **Languages:** English, Hindi, Gujarati.
- **Availability:** Full-time | Immediate Joining | Open to Relocation or Remote Work.

PORTFOLIO

<https://winnyimmigration.com>

<https://gcivisa.com>

<https://www.bkmhealth.com>

<https://winnyedu.com>

<https://gcilanguage.com>

<https://bonitapharma.com>

<https://winnygroup.com>

<https://gcihealthcare.ca>

<https://bonitapharma.ca>

<https://www.mystudia.com>

<https://sekcheck.ca>

<https://medicap.ca>

<https://pardonandwaiver.com>