

MD ARSHAD

Digital Marketing Manager | EdTech & Education Growth | SEO & Performance Marketing

Phone: +91 79033 45418 | Email: mdarshad1355@gmail.com | Location: Patna, Bihar, India

LinkedIn: [linkedin.com/in/digital-md-arshad](https://www.linkedin.com/in/digital-md-arshad) | Portfolio: digitalarshad.com

PROFESSIONAL SUMMARY

Senior Digital Marketing Manager with 7+ years of experience delivering measurable growth for EdTech and education brands through Search Engine Optimization (SEO), performance marketing, Google Ads and Meta Ads. Scaled an education platform (educationaddaindia.com) from 0 to 325,000+ monthly visitors in 4 months, now estimated by Semrush at 1.2M monthly organic traffic, with 1,500+ ranking keywords and Authority Score 18 as of July 2026 (+65%) with 1,500+ ranking keywords and Authority Score 18 (SEMrush, Jul 2026). Proven in reducing cost-per-click by 25-28%, improving return on investment (ROI) by 35%, leading cross-functional teams and managing monthly media budgets of INR 80,000-350,000+. A Mathematics-driven, data-first approach underpins all campaign planning and budget optimisation. Seeking a Digital Marketing Manager, SEO Manager or Performance Marketing Manager role with an EdTech company, university, online-learning platform or education group in India (remote-first welcome).

KEY ACHIEVEMENTS

- Scaled an EdTech platform from 0 to 325K monthly organic visits in four months and 1.2M by July 2026 based on Semrush estimates.
- Increased organic impressions by 300%, CTR by 45% and average rankings from position 18 to 6 through a 1500+ keyword cluster strategy.
- Reduced CPC by 25–28%, improved ROI by 35% and managed monthly media budgets up to ₹3.5L.
- Led teams of up to four professionals and increased student lead volume by 40%.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager & SEO Specialist

SPN Education Adda Edutech LLP | Patna, Bihar | Dec 2025 - Present

- Architected a full Search Engine Optimization (SEO) and performance marketing strategy from scratch for educationaddaindia.com - scaled organic traffic from 0 to 325,000+ monthly visitors in 4 months.
- Current performance estimated by Semrush at 1.2 M monthly organic traffic as of July 2026 monthly organic traffic (+65%), 1,500+ ranking keywords and Authority Score 18 (SEMrush, Jul 2026), with 282 backlinks across 77 referring domains.
- Led a cross-functional team of 4 (content writers, developers, sales coordinators) - delivered a 40% increase in student-led volume within 3 months.
- Directed keyword research and content-silo strategy targeting 500+ education queries - organic impressions +300%, click-through rate (CTR) +45%.
- Mentored the junior content team - reduced revision cycles by 30%; improved average page ranking from position 18 to 6 within 90 days.
- Managed a monthly paid media budget of approx. INR 150,000 across Google Ads and Meta Ads - consistently delivered within target cost per acquisition (CPA).

Digital Marketing Manager - Real Estate

Dhruv Iconic Pvt. Ltd. (RERA-approved Developer) | Patna, Bihar | Oct 2024 - Nov 2025

- Designed and executed integrated SEO and Pay-Per-Click (PPC) campaigns for RERA-approved residential real estate projects - user engagement +40%, property lead conversions +30%.
- Led 3 major property campaign cycles across creative, development and sales teams - reduced campaign launch time by 25%.
- Introduced an A/B testing framework for ad creatives and landing pages - CTR +18%, cost per acquisition -22%.
- Managed a monthly ad budget of approx. INR 220,000 - maintained return on ad spend (ROAS) above target throughout all campaign cycles.

Digital Marketing Manager

NectorStar Aviation Services Pvt. Ltd. | New Delhi | Oct 2023 - Sep 2024

- Grew organic traffic by 60% in 6 months through data-driven multi-channel campaigns - directly contributing to a 35% overall return on investment (ROI) improvement.
- Reduced cost-per-click (CPC) by 25% through strategic bid management, audience segmentation and geo-targeted ad delivery.
- Managed a monthly paid media budget of approx. INR 80,000 - consistent month-on-month improvement in lead quality and cost efficiency.
- Led a team of 2 junior marketers and a graphic designer with structured weekly performance reviews.

Digital Marketing Manager

Switch 4 Digital - Digital Marketing Agency | Patna, Bihar Apr 2021 - Sep 2023

- Managed 10+ client campaigns simultaneously across SEO and PPC - organic reach +70%, lead-generation efficiency +45%.
- Led technical SEO audits and white-hat link building for 6 clients - domain rating +18 points, 120+ first-page keyword rankings secured.
- Restructured Google Ads campaigns for 4 clients - CPC -20%, ROAS +38%.
- Managed a combined monthly ad spend of approx. INR 350,000 across Google Ads and Meta Ads.
- Promoted from Digital Marketing Executive to Manager within 18 months based on performance and client retention.

Digital Marketing Executive

Ambrose Institute of Air Hostess Pvt. Ltd. - Aviation Training Institute | Patna, Bihar May 2019 - Feb 2021

- Increased student admissions by 45% year-on-year through targeted digital campaigns, regional keyword strategies and Google Business Profile optimisation.
- Achieved a 3x increase in organic enquiries from Tier-2 and Tier-3 markets within 8 months.

Freelance Digital Marketing Consultant

Self-Employed - Fiverr & Upwork | Remote (International Clients) 2016 - 2019

- Delivered SEO, PPC and social media marketing services to international clients across multiple industries and time zones.
- Developed practical expertise in keyword research, on-page optimisation and paid campaign setup - the direct foundation for the full-time career progression that followed.

DIGITAL PROJECTS & INDEPENDENT VENTURES

Independent portfolio projects maintained outside working hours; fully available for full-time employment.

Admission In Engineering - admissioninengineering.com | Founded a free engineering-admission platform serving 10,000+ students across 300+ colleges and 15+ states, with an AI eligibility checker and full SEO content strategy.

List My Properties - listmyproperties.com | Built a UAE-focused real-estate platform with 80+ pillar/cluster articles, FAQ schema, JSON-LD, E-E-A-T practices and a custom renovation-cost calculator.

BoldVisionRetails - boldvisionretails.com | Built and operated a WordPress/WooCommerce fashion store across nine product categories, covering product SEO, paid campaigns and store operations.

TECHNICAL SKILLS & TOOLS

Core Capabilities: EdTech marketing, Performance Marketing, Growth Marketing, Digital Strategy, Demand Generation, Admissions/Lead Generation, CRO

SEO: On-page, Off-page, Technical SEO, Keyword Research, Link Building, Local SEO, E-E-A-T, Schema, Core Web Vitals

CRM & Automation: HubSpot, Mailchimp, Zoho CRM, Marketing Automation, Email Marketing

Paid Advertising: Google Ads, Meta Ads, PPC/SEM, Performance Max, Retargeting

Analytics & Reporting: GA4, GSC, Looker Studio, SEMrush, Ahrefs, Moz, Screaming Frog

CMS & Social: WordPress, WooCommerce, Elementor, Shopify, LinkedIn, Hootsuite, Meta Business Suite

EDUCATION

Bachelor of Science (B.Sc.) - Mathematics 2013 - 2016

Veer Kunwar Singh University, Arrah, Bihar

- Strong analytical and quantitative foundation - directly applied to data-driven campaign decisions, statistical A/B testing and performance budget optimisation.

PROFESSIONAL CERTIFICATIONS

- Google Analytics (GA4) - Google | HubSpot Digital Marketing - HubSpot Academy | SEMrush Advanced SEO Strategies - SEMrush Academy