

ANKUSH BAG

Senior Digital Marketing Manager | Performance, Growth & SEO | IIM Bangalore Certified

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PROFESSIONAL SUMMARY

I have been in digital marketing since 2019, working mostly with businesses where marketing has to show up in sales: real estate, healthcare, education, D2C and B2B tech. The problem I see most often is companies spending a lot on ads without knowing what actually brings them customers. I start with how the business makes money, find where leads drop off, and put the budget where it works. I have led a team of 15, managed a ₹3Cr+ ad spend portfolio across 20+ accounts, and worked with leadership at Max Group, Kauvery Hospital, EY and Microsoft India. I use AI daily for research, content and reporting, which helps my team finish a month of work in about 10 days.

KEY ACHIEVEMENTS

- Managed a ₹3Cr+ ad spend portfolio across 20+ real estate accounts on Google, Meta and Taboola.
- Brought in 20,000+ leads and improved conversions by 30% for an education brand, leading a team of 15.
- Grew D2C revenue by 120% by running paid, organic and social as one funnel.
- Built a programmatic SEO system that grew organic traffic by 55% and leads by 30%.
- Grew a YouTube channel from 5,000 to 50,000 subscribers.

CORE SKILLS

Growth & Strategy: Growth Marketing, Marketing Strategy, AI Marketing, Retention & Lifecycle Marketing, Go-to-Market, Funnel Optimisation, CRO, Budget Planning

Performance & Search: Performance Marketing, Google Ads, Meta Ads, Taboola, PPC, Media Planning, SEO, Programmatic SEO, Lead Generation, B2B Marketing

Leadership: Team Building & Leadership, Account Management, CXO Stakeholder Management, Client Retention, Mentoring, Cross-functional Collaboration

Tools: GA4, Google Search Console, Ahrefs, SEMrush, Ubersuggest, WordPress, Shopify, Marketing Automation, CRM, AI tools for research, content and creatives

PROFESSIONAL EXPERIENCE

Group Accounts Manager | Head of Digital Marketing

WeAddo

Nov 2025 - Mar 2026

Delhi NCR

Handled digital marketing for enterprise clients like Max Group, Kauvery Hospital, Sakra, AOI, CSH and EY. Their SEO, ads and social often ran in separate silos, so I led the account team that brought it together.

- Built a programmatic SEO system, with help from AI, that grew organic traffic by 55% and leads by 30%.
- Set up AI-based workflows for research, content, creatives and reporting, so a month of work got done in about 10 days.
- Ran regular business reviews with client leadership; client retention went up by 20%.
- Kept client satisfaction above 88% and coached the team on AI tools and reading data.

Account Manager

Aurum Analytica

Mar 2025 - Oct 2025

Noida

Managed a ₹3Cr+ ad spend portfolio for 20+ real estate developers. The usual complaint was lots of leads but few real buyers, so I focused on lead quality.

- Grew qualified leads by 25% by constantly adjusting campaigns, audiences and budgets.
- Used AI for ad copy, creative variations and audience research to test more ideas quickly.
- Improved delivery efficiency by about 20% by sorting out vendor and internal coordination.

Digital Marketing Manager

Infinity Vision (A Venture of VisionIAS)

Feb 2023 - Mar 2025

Delhi

Ran digital marketing and built a team of 15. Every education brand chases the same students, so we had to get better leads without just spending more.

- Brought in 20,000+ quality leads and improved conversions by 30%.
- Grew the YouTube channel from 5,000 to 50,000 subscribers.
- Built dashboards so management could see leads, cost per lead and conversions in one place.

- Trained the team, set goals, ran reviews, and brought AI tools into content and reporting.

Digital Marketing Executive & Jr Account Manager

Jan 2022 - Feb 2023

Unistal Systems Pvt. Ltd.

New Delhi

- Grew B2B leads by 40% by going after decision makers directly, like OEMs, CISOs and CTOs.
- Increased website traffic by 35% and conversion rate by 20% with multichannel campaigns.
- Cut ACOS by 15% during product launches; managed Microsoft India and Primebook India accounts.

Senior Digital Marketing Expert & Client Management

Sep 2019 - Dec 2021

Arch Innovations / Bizobook

Delhi

- Worked with 10+ mostly D2C brands and grew D2C revenue by 120% by planning marketing as one funnel.
- Grew organic traffic by 60% and got priority keywords into Google's top 10.
- Built GTM and affiliate growth plans that expanded market reach by 45%.

EDUCATION

MBA, Digital Marketing: Dr. D. Y. Patil University (2023 - 2025)

BCA, Computer Applications: Indira Gandhi National Open University (IGNOU), Delhi (2020 - 2023)

CERTIFICATIONS

- Verified Digital Marketing Strategist, Indian Institute of Management Bangalore (2024)
- Certified Digital Marketing Analytics: Tools and Techniques, University of Maryland (2024)
- Certified Digital Marketer, University System of Maryland (2024)

LANGUAGES

English, Hindi, Bengali