

# HIMESH DANGI

## Senior Digital Marketing Manager | PPC & SEO Strategist

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← All Case Studies & Results



### SUMMARY

Dynamic & results-oriented Digital Marketing Leader with over 8+ years of experience developing & executing high-impact digital strategies for global brands. Specialized in PPC, SEO, and multi-channel marketing, with a proven track record of driving consistent business growth, scaling ad budgets from **\$500 to \$2,000/day**, and maximizing ROI across Google Ads, Meta Ads, & LinkedIn campaigns. Skilled at leading cross-functional teams, building data-driven marketing frameworks, & implementing conversion rate optimization, automation, and analytics to improve performance. Recognized for combining strategic vision with hands-on expertise in WordPress web development, content marketing, & lead generation, delivering measurable results and long-term client success.

### EXPERIENCE

#### Senior Digital Marketing Manager, PPC & SEO Specialist

(Freelance/Consulting)

📅 03/2018 - Present 📍 Remote

- Designed, executed, and optimized multi-channel marketing campaigns for industries including SaaS, eCommerce, fitness, and education.
- Managed ad budgets of \$500-\$2,000/day, improving ROI by implementing advanced bid strategies and targeting.
- Conducted technical SEO (schema markup, site speed, crawl optimization) resulting in higher SERP rankings.
- Designed and optimized WordPress websites for maximum conversions and SEO performance.
- Implemented Google Tag Manager, Analytics, and custom event tracking to improve data-driven insights.

#### Digital Marketing & SEO Specialist

G2C Partners, LLC

📅 01/2016 - 03/2018

- Supported Google Ads and Facebook Ads campaigns with high-conversion landing pages.
- Executed on-page SEO strategies, keyword research, internal linking, and content optimization, resulting in stronger search visibility.
- Enhanced mobile responsiveness and site performance, contributing to improved UX and higher engagement.

### SKILLS

Digital Marketing Strategy | PPC (Google, Bing, Meta) | SEO & SEM | Lead Generation | Content Marketing | WordPress Web Development | A/B Testing & CRO | Data Analytics | Copywriting | Campaign Automation

### TOOLS & SOFTWARES

- Advertising & Analytics:** Google Ads, Google Analytics, Bing Ads, Meta (Facebook) Ads Manager, LinkedIn Ads, Google Tag Manager
- SEO & Research:** SEMrush, Ahrefs, Moz, Google Search Console
- Marketing & Automation:** HubSpot, Mailchimp, Hootsuite
- Web & CMS:** WordPress (Elementor, Gutenberg, WPBakery), Shopify
- Design & Content:** Canva, Adobe Photoshop, Adobe Illustrator
- Collaboration & Productivity:** Slack, Microsoft Excel, Trello, Asana

### KEY ACHIEVEMENTS



#### Organic Growth

Increased website traffic by 40% through advanced SEO.



#### Ad Spend ROI

Managed \$15K-\$45K/month budgets, boosting returns with smart bidding.



#### Lead Generation

Reduced CPL by 30% while improving lead quality.



#### Analytics & Tracking

Implemented advanced tracking for data-driven campaigns.



#### Multi-Client Success

Delivered results across SaaS, eCommerce, Fitness & Education sectors.

### EDUCATION



Bachelor of Technology  
SAGE University Indore

CGPA  
8.98 / 10



Digital Marketing +  
PPC Certification  
Programmers Point

CGPA  
9.2 / 10

### CERTIFICATIONS



Google Digital Unlocked  
Google Certifications



Facebook Ads Blueprint  
Great Learning Academy



LinkedIn Marketing Solutions  
LinkedIn Learning Certifications

### RECENT PORTFOLIO

- Kabeera - [www.kabeera.in](http://www.kabeera.in)
- Vachas - [www.vachas.co.in](http://www.vachas.co.in)
- ML Project - [www.mlproject.ai](http://www.mlproject.ai)
- Brio Lenses - [www.briolenses.com](http://www.briolenses.com)
- ML Reading - [www.mlreading.com](http://www.mlreading.com)
- Dadwani Tech - [www.dadwani.tech](http://www.dadwani.tech)
- Striking Owl - [www.strikingowl.com](http://www.strikingowl.com)
- Online Yoga Life - [www.onlineyogalife.com](http://www.onlineyogalife.com)
- Yoga Life Global - [www.yogalifeglobal.com](http://www.yogalifeglobal.com)
- Rio Digital Lenses - [www.riodigitallenses.com](http://www.riodigitallenses.com)
- Kalidas Academy - [www.kalidasacademy.com](http://www.kalidasacademy.com)