



MANISH KUMAR

LEAD PRODUCT MARKETING MANAGER

CONTACT

+91 9713521781

manish27_93@hotmail.com

Indore, M.P – 453555

www.linkedin.com/in/manish-kumar27

EDUCATION

2011-2015

RGPV UNIVERSITY, BHOPAL (MP)

B.E (Computer Science)
CGPA: 6.83

2011

R.B.S INTER COLLEGE, BIHAR

BSEB (Higher Secondary School)
60.8%

2008

ST. PAUL'S HIGH SCHOOL, BIHAR

CBSE (Secondary School)
59%

CERTIFICATIONS

Google Analytics
Google AdWords
SEMrush Technical SEO & Site Audit
Certifications

LANGUAGES

English (Intermediate)
Hindi (Fluent)

PROFILE

Dynamic and results-driven Lead Product Marketing Manager / Digital Marketing Manager with nearly 11 years of experience leading end-to-end marketing initiatives across fintech, SaaS, blockchain, and e-commerce domains.

Proven expertise in designing and executing 360° digital marketing strategies, including SEO (IT, Fintech, Blockchain & E-commerce), SEM, PPC, ASO, Social Media Marketing, Email Marketing, and Performance Marketing. Strong track record of driving user acquisition, product adoption, lead generation, Graphic Designing, and revenue growth through data-driven decision-making and optimized marketing funnels.

Experienced in building and scaling go-to-market (GTM) strategies, improving conversion rates, CAC, and ROI, and enhancing brand visibility across multiple digital channels. Hands-on experience with CRM systems, marketing automation tools, analytics platforms, and campaign optimization frameworks. Possesses a solid technical foundation with knowledge of basic web development, networking, and server management, enabling seamless collaboration with product and tech teams.

WORK EXPERIENCE

- Credmint Innovation Pvt. Ltd., Indore** June 2025 - PRESENT
Lead Product Marketing Manager
 - Led end-to-end product marketing strategy for B2B, B2C, and SaaS products across fintech and e-commerce domains.
 - Developed and executed go-to-market (GTM) strategies including product positioning, messaging, pricing, and channel planning.
 - Managed 360-degree digital marketing campaigns across SEO, SEM, paid ads, social media, email marketing, and performance marketing channels.
 - Built and scaled B2B lead generation strategies, driving high-quality leads and improving sales pipeline efficiency.
 - Conducted market research and competitor analysis to refine product positioning and identify growth opportunities.
 - Defined and tracked KPIs, dashboards, and marketing analytics, leveraging data to optimize campaign performance.
 - Collaborated cross-functionally with product, sales, and technology teams to align marketing strategies with business goals.
 - Led SEO and content marketing initiatives, improving organic visibility, keyword rankings, and inbound traffic.

TOOLS

- **Marketing Automation:** Eventbrite, HubSpot, Brevo, Mailmodo, Mailchimp, Apollo.io, Kaspr, Zapier, AiSensy, Wati, GA4, GSC, SEMrush, Ahrefs, Google Keyword Planner, Google Trends, Screaming Frog, Microsoft Clarity
- **AI:** ChatGpt, Claude, Deepseek, GravityWrite, Getmerlin, Aiundetct, Writehuman, Copy.ai, Narrato, DeepAi WordPress, PHP/HTML/CSS (Basic)
- **Design:** Canva, Photoshop, Illustrator Filmora, Affinity Suite

CORE SKILLS

- SEO (On-Page & Off-Page)
- Technical SEO
- ASO (App Store Optimization)
- Social Media Marketing
- Google Ads/ PPC
- Content Optimization
- Meta Ads (Facebook & Instagram)
- LinkedIn Ads
- Performance Marketing
- Marketing Automation
- B2B, B2C & D2C Marketing
- Account-Based marketing

SOFT SKILLS

- Project Management
- Public Relations
- Client Relations
- Teamwork
- Team Management
- Time Management
- Leadership
- Critical Thinking
- Customer Loyalty
- Customer Retention

ESP Softtech Pvt. Ltd., Indore

Aug 2024 – May 2025

Digital Marketing Manager

- Leading Digital Marketing for Blockchain, Web 3.0, Fantasy Sports, Fitness App, and Crypto
- Managing SEO, Paid ads, Analytics, and Influencer Marketing.
- Leading a team for multi-channel growth initiatives

Quintus Tech Pvt. Ltd., Indore

Jun 2022 – Jul 2024

Digital Marketing Manager

- Boosted conversions by 40% via performance marketing
- Managed complete SEO, ASO, app marketing, and Google Ads campaigns & Social Media Ads
- Monitor brand consistency across marketing channels and materials.
- Handle a team for multi-channel growth initiatives

Mono Infotech, Indore

Jul 2020 – Jun 2022

Digital Marketing Manager

- Delivered SEO & ad strategies on Clients Projects.
- Managed complete SEO, Affiliate Marketing, and Google Ads campaigns & Social Media Ad.
- Handle a team for multi-channel growth initiatives

Mangala Construction, Indore

Mar 2018 – Mar 2020

Digital Marketing Head

- Developed digital presence, drove leads & executed local SEO
- Managed complete SEO, Google Ads campaigns & Social Media Ads.
- Handle all the Real Estate platforms to drive leads.

Equity Research Lab, Indore

Jun 2015 – Feb 2018

Digital Marketing & Business Partner Manager

- Spearheaded client acquisition and retention via multi-channel marketing.
- Managed 360° marketing, lead lifecycle, and CRM workflows.
- Oversaw design tasks, and campaign performance.
- Managed complete SEO, Lead Generation, and Affiliate marketing, for Indian Stock Market.

INDUSTRY & DOMAIN EXPERTISE

- IT Services Marketing
- SaaS & Software Product Marketing
- FinTech Marketing
- Blockchain & Web3 Marketing
- Crypto Project Marketing
- Ecommerce Marketing
- Mobile App Marketing
- Fantasy Sports App Marketing
- Fitness App Marketing
- Real Estate Digital Marketing
- B2B Lead Generation
- B2C Customer Acquisition
- D2C Brand Growth
- Local Business Marketing
- Client Project Marketing
- Performance-Driven Digital Growth

WEBSITE DESIGNED

- <http://mcxliveprice.co.in/>
- <http://www.stockmarketlive.co.in/>
- <http://epodiumresearch.in/>
- <https://rakshconsultancy.in/>
- <https://sigsigma.com>
- <https://imaella.com>

TECHNICAL SKILLS

- **Web & Development:** WordPress, Elementor, WooCommerce, HTML, CSS, Basic JavaScript, Basic PHP, Landing Page Development, Website Management, Website Migration Support
- **IT & Support:** Hardware Troubleshooting, Software Support, Networking, Firewall Basics, Server Handling, CRM Support

PROJECTS

Websites:

www.monoinfotech.com	www.hastra.com
www.mangalaconstruction.com	www.jeskon.com
www.vosostore.com	www.rpiindia.com
www.mmipune.com	www.royalglass.in
www.quintustech.in	www.espssofttech.com
www.gaura.app	www.sportsmint.io
www.vosovyapar.com	www.stepmint.io
www.blueskygelindia.com	www.mrmint.io
www.acmeview.in	www.mrmintchain.io
www.opusdentalspecialities.com	www.quixpay.in
www.sparkuptech.in	www.elekart.in
www.credmint.ai	www.ovvee.info
www.ovvee.com	www.everora.co.in

Apps: (Google Play Store)

Gaura App	QuixPay App
Vosostore App	Stepmint App

CORE COMPETENCIES

- Performance Marketing (Google Ads, Meta Ads, PPC)
- Product Marketing & Go-to-Market (GTM) Strategy
- 360° Digital Marketing & Campaign Management
- SEO(Technical, On-Page, Off-Page) - IT, Fintech, SaaS, E-commerce
- Conversion Rate Optimization (CRO) & A/B Testing
- ASO (App Store Optimization)
- Lead Generation | Funnel Optimization | Social Media Marketing | Content Marketing | Email Marketing | Influencer Marketing | Affiliate Marketing B2B | B2C | D2C Marketing
- Web 2.0 | Web 3.0 | Blockchain
- Hardware & Networking

AWARDS & RECOGNITION

- Winner -Basketball(School/College)
- Ethical Hacking Workshop (Kyrion Digital Security)
- Participatedintechanical& cultural events

STRENGTHS & INTERESTS

- Confident & Punctual
- Team Leadership
- Basketball, Photography, Cooking