DEVENDRA KUMAR

DIGITAL MARKETER & WEB DEVELOPER

New Delhi, India | +91 80574 63365 | +91 95828 40938 | devendra.social1997@gmail.com
linkedin.com/in/devendra--kumar | digitaltechsite.com/devendra-kumar

PROFILE

Digital marketer and web developer with **8+ years** of experience across SEO, Google & Meta Ads, Amazon and custom PHP development. I have managed **₹40 lakh+ in Meta and Google ad spend** across multiple clients, cut cost per lead by **50% at 9x ROAS**, and single-handedly ran the full digital stack of a D2C brand: website, CRM, WhatsApp automation, ads and marketplaces. Because I build as well as market, I deliver projects end to end. Open to freelance projects, part-time and full-time roles.

WORK EXPERIENCE

Freelance Digital Marketing & Web Consultant
2020 – Present

Digital Techsite | Self-employed | New Delhi

My own practice, serving clients in education, maritime, e-commerce and manufacturing. Full-time Nov 2022 – Mar 2025 and since Sep 2026.

- **Kapital Awards:** designed and developed the website; run city-targeted Google Search Ads for lead generation.
- **KOSCO Institute of Marine Services:** built the website plus a custom lead panel for the counselling team.
- Built corporate websites for **Great India, Blue Shark and Sea King Ship Management** and **Vedavid Crew Management**.
- Ran Meta Ads and WhatsApp enquiry setup for **Vedic Astro**; built AiSensy WhatsApp automation for **Desi Rang**.
- Manage hosting, domains and business email for **15+ client websites**.

Senior Digital Marketing Executive
Apr 2025 – Aug 2026

Herb Soul (Synapse Cube Pvt. Ltd.) | Full-time | New Delhi

Joined full-time after a year as their freelancer. Ran the complete digital side of this Ayurvedic D2C brand as a one-person team.

- Built a custom **PHP/MySQL e-commerce website** with Razorpay payments and shipping API integrations.
- Built a **sales CRM** with admin and agent panels, lead tracking and Shiprocket order sync via API and webhooks.
- Set up **WhatsApp automation** on the Meta Cloud API for order updates and customer communication.
- Ran Meta lead campaigns generating 70–100 leads a day at a steady cost per lead.
- Launched the brand on **Amazon** from scratch: **₹1–1.5 lakh monthly sales on ₹5–6k ad spend**, key products in the category top 500.
- Set up Flipkart, Meesho and Merchant Center; made ad creatives with AI tools.

AT A GLANCE

8+
years in digital marketing

₹40L+
Meta & Google ad spend managed

9x
ROAS on Google Ads

15+
websites managed

CORE SKILLS

Performance Marketing
Google Ads, Meta Ads, lead generation, tracking

E-commerce & Marketplaces
Amazon Seller Central, Amazon PPC, Flipkart, Meesho

Search Engine Optimization
Technical audits, content, link building, local SEO

Web Development
PHP, MySQL, WordPress, Shopify, API integration

Marketing Automation
WhatsApp Business API, AiSensy, n8n, custom CRMs

Hosting & IT Setup
Domains, servers, business email

EDUCATION

Master of Computer Applications
AKTU, Lucknow | 2017 – 2019

Bachelor of Computer Applications
MJPRU, Bareilly | 2014 – 2017

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Digital Marketing Executive

May 2021 – Nov 2022

Dhanshree Gems | Full-time | Lajpat Nagar, Delhi

- Brought **15+ high-volume keywords** to Google's first page and grew organic traffic **50% in six months**.
- Cut cost per lead by **50%** on Google Ads, reaching **9x ROAS** within 8 months.
- Ranked the store for local searches such as "gemstone shop in Delhi", driving steady walk-in and call leads.
- Managed Google Business Profile, online reviews and social media.

Senior SEO Executive

Aug 2018 – Apr 2021

GTM Infotech | Full-time | Laxmi Nagar, Delhi

- Planned and ran **40+ SEO campaigns** for agency clients in media, finance, education, healthcare and manufacturing.
- Handled SEO for news portals including **Mumbai Live** and **Boom Live**, working alongside their editorial teams through the COVID news surge.
- Reached top 5 rankings for 10+ highly competitive keywords; raised average CTR of 20 keywords from **20% to 34%**.

CERTIFICATIONS

Google Ads Search Certification
Google | 2022

Google Analytics Individual Qualification
Google | 2022

SEO Certification
HubSpot Academy | 2022

Fundamentals of Digital Marketing
Google Digital Garage | 2019

INDUSTRIES

D2C & Ayurveda | E-commerce | News & Media | Education | Maritime | Finance | Manufacturing | Healthcare | Publishing | Logistics

INTERESTS

Travelling | Running | Music | Movies

TOOLS

Analytics & SEO

GA4 | Tag Manager | Search Console | Merchant Center | SEMrush | Ahrefs

AI & Creative

ChatGPT | Claude | Google Veo | ElevenLabs | Canva

Platforms

Razorpay | Shiprocket | Magento | Google Business Profile

WORK PREFERENCES

Open to
Freelance projects, part-time and full-time roles

Based in
New Delhi; remote across India

LANGUAGES

English
Professional

Hindi
Native