SHIVASHANKAR SHASTRY M Y

DIGITAL MARKETING MANAGER

Performance Marketing | AI-Assisted Product Development | Marketing Analytics

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89%	150+	3-8x
LOWER QUALIFIED LEAD COST	**CLIENT ACCOUNTS**	**E-COMMERCE ROAS**
Amirii Ventures	Agency experience	BUD India

01 PROFILE

Digital Marketing Manager combining **full-funnel paid acquisition**, client growth and AI-assisted product development. Managed **150+ agency client accounts** across real estate, SaaS, e-commerce, education and manufacturing. At Amirii Ventures, reduced cost per qualified lead by **approximately 89%** and built in-house marketing platforms. Brings hands-on campaign expertise, **team leadership** and the ability to turn marketing needs into practical AI tools.

02 CURRENT EXPERIENCE

Amirii Ventures

May 2026 - Present

Digital Marketing Manager

- Reduced cost per qualified lead to **one-ninth** of its previous level, delivering an **approximately 89%** reduction in qualified lead acquisition cost.
- Built in-house technology tools using **AI-assisted development**, bringing performance marketing, sales operations and business intelligence into a shared technology ecosystem.
- Developed **Google Ads intelligence**, **omnichannel attribution** and **marketing effectiveness metrics** to support campaign analysis and channel performance measurement.

03 SELECTED PLATFORMS BUILT WITH AI

Ad intelligence and attribution

Built Meta Ads analytics connecting campaign performance with CRM lead quality, site visits and bookings; added **Google Ads intelligence** and omnichannel effectiveness measurement.

Sales CRM and lead management

Built a platform for enquiry capture, follow-up tracking, duplicate detection and response monitoring, with dashboards supporting sales visibility.

Creative intelligence and AI visual studio

Built tools for pre-launch creative scoring, attention and retention analysis, and AI-generated marketing visuals. The creative scoring platform evaluates 18 metrics.

Plot investment intelligence

Built a location intelligence platform bringing together corridor growth, RERA supply and demand signals, pricing comparisons and opportunity scoring for land evaluation.

04 EARLIER EXPERIENCE

BUD India
2022 - 2026

Digital Marketing Team Manager

Progressed from **Executive to Senior Executive to Team Manager** within two years.

- Owned strategy and execution across **150+ client accounts**; **launched the real estate division** and contributed to the agency achieving **Google Premier Partner status**.
- Delivered **3-8x ROAS** for e-commerce campaigns through **Google Shopping, Performance Max and Meta catalogue ads**; used retargeting and landing page optimisation to support conversions.
- Built **seller-acquisition funnels, LinkedIn B2B lead-generation campaigns and real estate enquiry funnels**; combined paid search, social advertising and CRM reporting around client objectives.
- Managed **40+ concurrent SEO projects** spanning technical audits, local SEO, content, link building and Core Web Vitals.
- Owned client relationships, **retained 90%+ of clients** and drove **35%+ average account revenue expansion** through performance reviews and tailored upsell roadmaps.
- **Won new business** through pitches across real estate, manufacturing and SaaS; shaped strategies around **competitor research, funnel analysis** and client growth goals.
- **Built and led a digital marketing team**; established agency-wide SOPs, reporting and PPC, SEO and social media training.
- Integrated generative AI into content and reporting; developed frameworks reducing campaign ramp-up time by **up to 60%**.

UOLO Technologies
2021

Customer Success Manager

- Managed adoption and training for **150+ schools**; promoted to Gurugram HQ for regional performance.
- Supported R&D initiatives and Bitrix24 CRM audits to improve workflows.

Byteharvests
2021

Paid Digital Marketing Intern

- Ran Meta Ads for US and UK audiences, built WordPress websites and trained junior batches.

Additional internships: Opulence Business Solution; Balance Yoga.

05 SKILLS AND TOOLS

Paid media: Google Ads, Performance Max, Meta Ads, LinkedIn Campaign Manager, Taboola, ClickCease

Measurement: GA4, Google Tag Manager, Looker Studio, Microsoft Clarity, **omnichannel attribution**

SEO and web: SEMrush, Screaming Frog, Moz, Search Console, WordPress, HTML/CSS fundamentals

AI and operations: ChatGPT, DALL-E, prompt engineering, **AI-assisted development**, HubSpot, Bitrix24, Canva

06 EDUCATION AND CERTIFICATIONS

PGDM + PGPM | Vanguard Business School | 2021
Specialised Digital Marketing | Digital Academy 360 | 2021
BBM | RG Institute of Commerce & Management | 2019

Training: Google Ads, Meta Blueprint, GA4, HubSpot Inbound, SEMrush SEO, AI Prompt Engineering, Marketing Psychology and Market Research.

07 LANGUAGES AND INTERESTS

Kannada, English, Hindi and Telugu. National-level tug-of-war athlete.

08 PERSONAL PROJECT

AIMAN | One-person agency platform | In development

Building an AI-powered agency operating platform designed to help one marketer coordinate competitor research, campaign intelligence, creative analysis and reporting from one hub.

Implemented a local AI gateway, scheduled agents and n8n workflows with queued execution, health monitoring and resource controls. Developing broader integrations for CRM and marketing tools.

Vision: continuous monitoring and automation of routine marketing work so one operator can focus on strategy, creative judgement and client growth.