

Piyush Gupta

Digital Marketing Manager | SEO | B2B Growth Strategist | SaaS | SMEs | MSMEs | Startup |

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Open to full-time, hybrid, or remote opportunities in the United States, Canada, Australia, New Zealand, Singapore, or other APAC regions, Austria, Belgium, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Liechtenstein, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom, Japan, South Korea, Israel, and Hong Kong. Visa sponsorship or relocation assistance welcomed.

Professional Summary

Results-driven Digital Marketing Manager with 8+ years of experience driving SEO performance, content marketing, and B2B lead generation across tech and SaaS industries. Proven track record of boosting organic traffic by 258%, building high-converting content funnels, and developing technical strategies that reduce CAC and improve ROAS. Skilled in using Google Looker Studio, Google Analytics 4 (GA4), HubSpot, and AI-powered SEO tools to build scalable digital ecosystems. Adept at cross-functional collaboration, team leadership, and managing high-impact digital assets across global markets.

Core Competencies

- SEO (Technical, On-Page, Off-Page, Local, AI-Driven)
- Google Looker Studio, GA4, Google Search Console
- Email Marketing & Automation (HubSpot, Zoho, Mailchimp)
- Content Marketing & Research Strategy
- Social Media Growth & Engagement
- Demand Generation & Funnel Optimization
- B2B Lead Generation & LinkedIn Campaigns
- Website Optimization & WordPress Development
- Performance Marketing (PPC, SEM, CRO)
- Project Management & Team Leadership

Professional Experience

Logic Fruit Technologies | Gurgaon, India | Digital Marketing Manager

Mar 2021 – Present

- Increased organic website traffic by 258% (from 23.8K to 85.3K clicks).
- Led SEO strategy across 11 IP pages, achieving top 5 rankings for high-value B2B keywords.
- Created and executed a content marketing roadmap resulting in over 100 guest post backlinks in 400 days.
- Revamped email newsletters, improving open and click-through rates by 35%.
- Resolved site performance bottlenecks and reduced server load time by 40%.
- Developed microsites like FPGAInsights.com & ARINCinsider.com for industry authority.
- Tools: SEMrush, Google Looker Studio, HubSpot, WordPress, GA4

SurveySensum | Gurgaon, India | Assistant Manager - Digital Marketing

Mar 2019 – Mar 2021

- Scaled organic traffic from 1,000 to 15,000 quarterly.
- Deployed automation flows via Zoho & HubSpot, improving MQL quality.
- Led full-funnel content strategy and A/B testing, improving conversion rates by 22%.
- Designed website landing pages and optimized blog UX for higher engagement.
- Managed multi-channel LinkedIn marketing campaigns for B2B lead generation.

ZeroHourCreatives | New Delhi, India | Digital Marketing Specialist

Jul 2018 – Jan 2019

- Conducted on-page/off-page SEO and competition analysis.
- Developed growth strategies across Instagram, Facebook, and Twitter.
- Supported design and development of digital content for promotions.

RPG Web Solutions | New Delhi, India | Digital Marketing Intern

Apr 2018 – Jul 2018

- Supported SEO and social media marketing tasks.
 - Assisted in content updates, backlink building, and keyword research.
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Education

- **Executive MBA – Marketing | DY Patil University**
2028 (Expected)
 - **BBA – Marketing | DY Patil University**
2024–2026 (Expected)
 - **Diploma – Cloud & Mobile Software Engineering**
NIIT, 2014–2018
 - **Senior Secondary** – Deep Public School, 2014
 - **Matriculation** – Prince Public School, 2012
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Certifications

- Google Analytics Certification (2025)
 - Google Digital Marketing & E-commerce – Google (2024)
 - ChatGPT 101 – Growth School (2024)
 - HubSpot Content Marketing Certification – HubSpot Academy (2025)
 - SEMrush SEO Toolkit Certificate (2025)
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Technical & Digital Skills

- **SEO Tools:** SEMrush, Ahrefs, Screaming Frog, SurferSEO, Search Console, Google Analytics 4, Rank Math, Yoast, SiteBulb, Google's Page Speed Insights.
- **Analytics & Reporting:** Looker Studio, GA4, Google Tag Manager, Hotjar, Microsoft Clarity.
- **CRM & Automation:** HubSpot, Zoho, Mailchimp, Sendgrid, PhantomBuster, Integromat (Make), Zapier, Clickup, Notion, Trello.
- **Development:** WordPress, Wix, Elementor, Beaver Builder, Canva, Basic HTML/CSS

- **Marketing Channels:** LinkedIn Ads, Meta Ads, Google Ads, Influencer Marketing, Social Campaigns
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Languages

- English – Full Professional Proficiency
 - Hindi – Native
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Relocation Preferences

Open to full-time, hybrid, or remote opportunities in the United States, Canada, Australia, New Zealand, Singapore, or other APAC regions.

Additionally open to opportunities in other developed countries, including Austria, Belgium, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Liechtenstein, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom, Japan, South Korea, Israel, and Hong Kong. Visa sponsorship or relocation assistance welcomed.

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Hobbies & Interests

- Writing marketing blogs & tech reviews
 - Exploring new AI tools & automation hacks
 - Traveling & discovering local cuisines
 - Gaming, Music & Productivity experiments
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