

DEBESH KUMAR JHA

Digital Marketing Manager

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PROFESSIONAL SUMMARY

Dynamic and performance-driven Digital Marketing Manager with 10+ years of experience across B2B and B2C sectors, with a strong focus on performance marketing and growth marketing. Proven track record in crafting and executing multi-channel marketing strategies that lower customer acquisition cost (CAC), improve ROAS, optimize full-funnel conversion, and increase brand visibility. Adept at leveraging AI tools and automation, with in-depth expertise across SEM, PPC, SEO, Email Marketing, WhatsApp Campaigns, and CMS Management. Known for translating business goals into data-driven, powerful marketing campaigns that convert.

CORE COMPETENCIES

Performance Marketing & Growth Marketing • SEM, SEO & PPC (Google Ads, Meta Ads, LinkedIn) • Customer Acquisition Cost (CAC), ROAS & CPL Optimization • Full-Funnel Optimization (Acquisition, Activation, Retention) • A/B Testing & Experimentation • Email Marketing & Marketing Automation (Mailchimp, HubSpot, Zoho, MoEngage) • Lead Generation & Demand Generation • Conversion Rate Optimization (CRO) • Social Media Marketing (Meta, LinkedIn, Instagram) • WhatsApp Marketing (API, automated flows) • Content Strategy & Copywriting • Influencer & Affiliate Marketing • AI-Powered Marketing Workflows (ChatGPT, Jasper, Copy.ai, Surfer, Instantly, Apollo) • Website & CMS Management (WordPress, Magento, Joomla) • Budget Planning, Forecasting & Media Mix Optimization • Google Analytics, Tag Manager, Search Console • Marketing Dashboards & KPI Reporting (GA4, Looker Studio) • Cross-Functional & Go-to-Market Collaboration

PROFESSIONAL EXPERIENCE

Digital Marketing Manager — Altisource

Nov 2025 – Present

- Lead end-to-end digital marketing and performance marketing strategy, overseeing a monthly paid media budget of ~INR 1 crore across Google Ads, Meta Ads, and LinkedIn Ads.
- Drive integrated growth campaigns across SEO, PPC, email, and social channels to strengthen full-funnel lead generation and brand engagement.
- Optimize media mix and bid strategies to improve ROAS and cost-per-lead (CPL) while deploying AI-powered workflows for content production and lead qualification.
- Build and maintain performance dashboards in GA4 and Looker Studio for real-time budget tracking, CAC monitoring, and ROI analysis.

Digital Marketing Manager — OffiNeeds

Jan 2022 – Sept 2025

- Managed an annual paid media budget of INR 25–30 lakhs across Google PMax, Meta Ads, and remarketing campaigns.
- Increased inbound leads by 200% and improved cost-per-acquisition through funnel optimization of Google PMax, Meta Ads, and targeted remarketing.
- Implemented AI workflows (ChatGPT, Jasper, Copy.ai) for faster content production, lead qualification, and automation.
- Led WhatsApp campaigns via Business API and automation tools to enhance click-through and reactivation rates.
- Managed and optimized the company website (WordPress) for SEO and CRO improvements.

Digital Marketing Executive — Loctoc Pte Ltd

Aug 2021 – Dec 2021

- Performed comprehensive SEO audits, keyword research, and on-page/off-page SEO implementation.
- Managed and optimized paid campaigns across Google Ads and Facebook Ads to generate qualified leads.
- Created email marketing workflows to re-engage dormant users and increase open rates.

Digital Marketing Specialist — Dot Mappers IT Pvt Ltd*Feb 2021 – Jul 2021*

- Conducted deep-dive technical audits and implemented structured SEO practices across multiple client websites.
- Planned and implemented Google Ads and Facebook campaigns aligned with funnel stages.
- Delivered monthly reports with actionable insights; monitored keyword rankings using Ahrefs and Screaming Frog.

Digital Marketing Specialist — OMG Group*Aug 2019 – Jan 2021*

- Managed full-funnel digital marketing campaigns for international clients in eCommerce and service sectors.
- Led SEO initiatives that grew organic traffic by over 150% YoY.
- Implemented paid media campaigns on Google and Facebook with conversion-focused ad creatives.

Digital Marketing Executive — Delhi Institute of Digital Marketing*Jan 2018 – Jul 2019*

- Planned and executed SEO and SEM campaigns to increase student enrollment and course sign-ups.
- Ran email campaigns and newsletters to existing leads, improving CTRs by 40%.
- Designed and managed landing pages and lead forms for Google Ads and Facebook Ads.

Digital Marketing Executive — Viral Host Media*Sep 2015 – Dec 2017*

- Conducted SEO audits, implemented technical SEO, and improved site rankings.
- Launched and managed paid campaigns on Google Ads and Facebook; built backlink profiles through ethical link building.

EDUCATION

B.Tech. in Electronics & Communication — Lovely Professional University, Jalandhar (2015)

CERTIFICATIONS

Google Ads Individual Certification (Search, Display, Shopping) • Google Analytics (GA4) Certified

TECHNICAL & MARKETING TOOLS

Google Ads, GA4, GTM, Meta Ads, LinkedIn Ads, Canva, ChatGPT, Jasper, Surfer, HubSpot, Mailchimp, Zoho Campaigns, MoEngage, SEMrush, Ahrefs, WordPress, Looker Studio, WhatsApp Business API, cPanel, Custom CMS, Screaming Frog, Raven Tools

PERSONAL INTERESTS

Writing Poems • Playing Cricket • Open Mics • Cooking Experiments