



CONTACT

Phone

+91 968-095-8402

Email

Manish.choyal@outlook.com

SKILLS

- ✓ Research
- ✓ Strategy
- ✓ NLP Algorithm (Neutral Language programming)
- ✓ Semantic SEO
- ✓ Analysis and Planning
- ✓ Business Analysis | Idea Implementer
- ✓ Artificial Intelligence
- ☐ Salesforce Marketing Cloud
- ☐ Marketing cloud Developer
- ☐ Salesforce CDP
- ✓ Digital Marketing
- ✓ Social Media Marketing
- ✓ Content Marketing & Planning
- ✓ Search Engine Optimization (SEO)
- ✓ Social Media Optimization (SMO)
- ✓ Search engine marketing (SEM)
- ✓ Social Media Marketing (SMM)
- ✓ App Store Optimization (ASO)
- ✓ Paid Media (Bing | LinkedIn | Facebook | Instagram | Tik-Tok | Snapchat | Twitter)
- ✓ Paid Search Campaigns
- ✓ Google AdWords Advanced | PPC (CTR_CPC_CPA_CR)
- ✓ Google Analytics | 360
- ✓ Google Marketing Tools
- ✓ Online Advertising
- ✓ Campaign Strategist
- ✓ Paid Search Strategy
- ✓ Online Marketing
- ✓ Tools & Technologies
- ✓ HTML | CSS | PHP | Laravel | WordPress | Shopify SEO | React | Flutter | Ionic | Ember | Google ML | Salesforce

MANISH CHOYAL

Creative Head | Full Stack Development | Digital Marketing Expert | Salesforce Marketing Cloud | SEO-SEM-SMM-SMO-PPC-CPC-CRO-ROAS

PROFILE

According to my cogent caliber and efficiency, I want to achieve an aim that gives me work satisfaction and self-development. It's key to make a contribution of knowledge for a precious future. With this confidence and encouragement, I can enhance profit and much more with pure surety for your company or the brand. For me, it gives my portfolio value and the strength to fulfilled knowledge of the future.

WORK EXPERIENCE

Creative Head

X-Mer Inc. / Ahmedabad / Aug 2020 – Present

- ✓ Work with the brand team to produce new ideas for company branding, promotional campaigns, and marketing communications.
- ✓ Evaluate trends, assess new data, and keep up-to-date with the latest marketing techniques.
- ✓ Assist clients in resolving issues by responding to questions in a timely and professional manner.
- ✓ Create and implement tailored marketing plans based on individual client requirements and direct brainstorming meetings and creative sessions.
- ✓ Shape brand standards and create procedures to ensure all products/services are brand appropriate.
- ✓ Supervise the department's daily workflow, assign project workload, and monitor deadlines and budgets and Develop exceptional and well-crafted copy that meets clients' requirements.
- ✓ Run Various E-Commerce Digital Marketing Campaign.
- ✓ Managing the optimization and management of PPC channels: Google/Bing, Facebook, LinkedIn, Twitter to scale and achieve/exceed KPI targets for clients.
- ✓ Develop social media strategy and content for Piebald Marketing and key clients.
- ✓ Providing program management for demand generation and digital marketing campaigns.
- ✓ An experimentation mindset to marketing programs to drive, test, learn and optimize cycles. Employ A/B testing and other experimentation.
- ✓ Experience working with SFMC and Datorama.

Senior Mobile App Store Optimization Expert

Grey Desk India Pvt. Ltd. / Ahmedabad / Mar 2020 – Aug 2020

Working as Sr. Mobile ASO Expert, I had responsibilities of iOS Application, their ranking in-app Store, create strategy for the app store to accomplished App store optimization.

- ✓ I introduced Review back strategy over there for tons of application, I'm responsible for keyword research for iOS application, create metadata for app store behalf of different localization, maintain apps in the app store.
- ✓ Responsible for training to freshers create different types of strategy that leads to company more downloads, review and ratings.

CERTIFICATIONS

The Webmaxing SEO Course

Udemy

Issued Jul 2019

Advanced SMO Certification

edX

Issued Sep 2018

Analytics 360

Google

Issued Sep 2018

Search Advertising assessment

Google

Issued Jul 2018

Ads Fundamentals Assessment

Google

Issued Apr 2018

Adobe Illustrator CS6

Adobe

Issued Mar 2018

Introduction of Machine Learning

Google AI

Issued Feb 2018

Fundamentals - Digital Marketing

Google

Issued Nov 2017

Certified Professional Level II Gaming Occupation

Electronic Arts (EA)

Issued Jul 2017

Certified Professional Associate

Unity Technologies

Issued Jul 2017

Certified Professional Photoshop CS6

Adobe

Issued Mar 2017

Certified Professional Inventor 2014

Autodesk

Issued Jul 2015

Certified Professional Maya 2013

Autodesk

Issued Jul 2014

Certified Professional 3ds Max 2012

Autodesk

Issued Jul 2013

Senior Digital Marketing Executive

Shiv Technolabs Pvt. Ltd. / Ahmedabad / Oct 2019 – Mar 2020

Working as Sr. Digital Marketing Executive, I have responsibilities of overseas clients & in-house projects- CartCoders, Hire Shopify Experts, Hire React native Developers, GlowNight games, Music Sync, Digi Clann, Zippliter. I managed PPC, ROI & KPI over there for all projects, I handled team as well as. I introduced Semantic SEO, NLP, Advanced PPC Strategy over there. Design and oversee all aspects of digital marketing department including our marketing database, email, and display advertising campaigns.

- ✓ Advanced use of Semantic SEO
- ✓ Plan and Generate NLP (Neutral language Programming)
- ✓ SEO, PPC, SMO with AI Algorithm
- ✓ Plan & Analysis of Digital Marketing Projects and Campaign
- ✓ Develop and monitor campaign budgets.
- ✓ Plan and manage social media platforms.
- ✓ Prepare accurate reports on the marketing campaign's overall performance.
- ✓ Plan advertising and media to improve marketing results.
- ✓ Identify the latest trends and technologies affecting the industry.
- ✓ Evaluate important metrics that affect website traffic, service quotas, and target audience.
- ✓ Managed energized the team to generate brainstorm new and innovative growth strategies.
- ✓ Oversee and manage all contests, giveaways, and other digital projects and got your results.

Digital Marketing Executive

Mangalam Information Technology Pvt. Ltd. / Ahmedabad / Dec 2018 – Oct 2019

Working as Digital Marketer, taking Charge of Branding of @Mangalampltd, Search Engine Marketing (SEM) , helping with a broad range of Search Engine Optimization (SEO) activities. Manage Campaigns These include SEO site auditing, data analysis, reporting, link building, analyzing websites, Planning, Managing, Marketing Strategy and search results to identify SEO opportunities within market verticals.

- ✓ Social media strategy through competitive research, platform determination, bench-marking. Maintaining social networking channels and adding our presence on new ones in the market.
- ✓ Create online Brand for ISO organization and lead whole online platforms. Responsible for editorial content on various brand channels, Ideated and authored features and functionality for channels or Platforms.
- ✓ A Lead at content ideas and driving content marketing initiatives to drive more traffic and engagement on the website and social media channels.
- ✓ Planning SEO strategies and making sure these are carried out. Performing Keyword research for all clients and integrating this in to a successful On-page SEO and link building campaign and all other Off Page Optimization.
- ✓ Responsible for building all new Paid and Organic Campaigns and assisting in the day to day running of these.
- ✓ Effective Biding on Freelance, Upwork, People Per Hour, Fiverr, Guru and More Freelancing Websites.
- ✓ Social Media Platform Manage
- ✓ SEO/SEM
- ✓ Branding
- ✓ Content
- ✓ Brand Marketing
- ✓ Brand Planning
- ✓ Brand Strategy
- ✓ UI/UX Design
- ✓ Web Development
- ✓ Lead Generation (CRM, Salesforce.com, Web & Content development, Litigation Support, Healthcare, RCM, Record Retrieval Process)

CERTIFICATIONS

Certified Professional Solutions Associate (MCSA)

Microsoft

Issued Jun 2013

Certified Professional Trainer Certification

Autodesk

Issued May 2013

Certified Network Defender (CND)

Cyber Institute of Computer Technology - India

Issued Jul 2012

Certified Professional Photoshop CS 2

Adobe

Issued May 2012

PROJECTS

Drink Cann - Product *California, USA*

Pomegranate Travel - Website *Israel*

Nightingale. World - Website *Netherland/Belgium*

Tunnel Trouble - App *India*

Attire Mana - Ecommerce *Spain/India*

Adidas Foot Locker - Ecommerce *Chile*

Zen cargo - Website *United Kingdom*

Cart Coders - Website *India*

Music Sync - App *India*

Digi Clann – Product/App *India*

iMend - Ecommerce *United Kingdom*

X-AI-Bike Module *India*

3D Dynamic holography AI *India/Germany*

Loco-Rail AI Module *United Kingdom*

Technical Project Coordinator

X-Mer Inc. / Jaipur / July 2017 – Nov 2018

Working as a Technical Project Coordinator, I was responsible for coordination with directly clients to ensure deliverables fall within the applicable scope and budget. I coordinated with other departments to ensure all aspects of each project are compatible and hired new talent as needed to fulfill client needs.

- ✓ Coordinate internal resources and third parties/vendors for the flawless execution of projects.
- ✓ Ensure that all projects are delivered on-time, within scope and within budget.
- ✓ Assist in the definition of project scope and objectives, involving all relevant stakeholders and ensuring technical feasibility.
- ✓ Ensure resource availability and allocation.
- ✓ Develop a detailed project plan to monitor and track progress.
- ✓ Manage changes to the project scope, project schedule and project costs using appropriate verification techniques.
- ✓ Measure project performance using appropriate tools and techniques.
- ✓ Report and escalate to management as needed.
- ✓ Manage the relationship with the clients.
- ✓ Establish and maintain relationships with third parties/vendors.
- ✓ Create and maintain comprehensive project documentation.
- ✓ Meet with clients to take detailed ordering briefs and clarify specific requirements of each project.
- ✓ Delegate project tasks based on junior staff members' individual strengths, skill sets and experience levels.
- ✓ Track project performance, specifically to analyze the successful completion of short and long-term goals.
- ✓ Meet budgetary objectives and make adjustments to project constraints based on financial analysis.
- ✓ Develop comprehensive project plans to be shared with clients as well as other staff members.
- ✓ Use and continually develop leadership skills.
- ✓ Attend conferences and training as required to maintain proficiency.
- ✓ Perform other related duties as assigned.
- ✓ Develop spreadsheets, diagrams and process maps to document needs.

Travel & Media Planner

Radisson Hotel Group / Jaipur / July 2016 – July 2017

Working as Travel & Media Planner taking Charge of

- ✓ Producing financial and media plans and forecasts.
- ✓ Undertaking relevant research.
- ✓ Analyzing and interpreting data.
- ✓ Liaising with clients, consumers and advertising staff.
- ✓ Producing briefs for media buyers.
- ✓ Promoting and marketing the business.
- ✓ Dealing with customer queries and complaints.
- ✓ Providing advice about visas or passports.
- ✓ Recruiting, training and supervising staff.
- ✓ Managing budgets.
- ✓ Maintaining statistical and financial records.
- ✓ Planning.
- ✓ Selling holidays and insurance.
- ✓ Preparing promotional materials and displays.

LANGUAGES

Hindi

Mother language

English

Expert

French

Beginner

PERSONAL INFO

Father's Name

Rajiv Kumar Sharma

DOB

31 JULY 1995

Nationality

Indian

Marital Status

Single

Nationality

Indian

SOCIAL

LinkedIn

linkedin.com/in/iammonney/

Instagram

instagram.com/iammonney/

Facebook

Facebook.com/iammonney/

Skype

live:.cid.aa9675473af9df36

Medium

medium.com/@iammonney/

HOBBIES

LAN Gaming

Swimming

Sketching

Digital art

Book Reading

Football

Acting - Theater

EDUCATION

Bachelor of Technology

Rajasthan Technical University / Electrical / 2012 - 2016

Activities and Societies:

- ✓ Nominated twice in university for Coordinator (CR) of all Branch 2013-2015.
- ✓ Winner at Singing Competition at Fresher-2012.
- ✓ Winner in Debate Competition of Topics "Should we Become Spiritual" and "Mental Health Physiology" 2013.
- ✓ Winner at Inter-State LAN Gaming Competition (Fifa14/15, NFS-MW/Run, Counter strike, COD) 2015. Winner at Sketch & graffiti Competition 2015.
- ✓ Winner at Mystery hunt & TAG competition 2015
- ✓ Published a research theory on energy, without any energy loss build the electric bike with AI. 2014
- ✓ Loco Rail Modal with Artificial Intelligence, which joined the Metro Project, Jaipur by Make in India. 2015

High School – Senior Secondary | 12th

National Council of Educational Research and Training / PCM / 2010 - 2012

Activities and Societies:

- ✓ State champions in Football for constant 2 years with position of play Right Forward.
- ✓ 1st In Science-Fair
- ✓ Street Play and act for Clean India topic
- ✓ studied Research for Physics, Chemistry, Math and Computer Science.

Middle School – Secondary | 10th

National Council of Educational Research and Training / PCM / 2009 - 2010

Activities and Societies:

- ✓ State Champion in Badminton
- ✓ District Champion in Football
- ✓ With RSS Organization which is association with school Lead in Parade "Akhil Bhartiya Vidyarthi Parishad (ABVP)"
- ✓ Winner Singing Competition "Akhil Bhartiya Vidyarthi Parishad (ABVP)"
- ✓ Lead Play in Theater Act
- ✓ Street-Play and act for Social activities
- ✓ Winner at Science Fair State Championship

SOCIAL WORK | VOLUNTEER EXPERIENCE

Social Worker/Media Manager

True Worship NGO / India / 2013 - Present

Pay attention to others and share with those who are not so lucky as you. Widen your whole world's vision. Our main focus is the knowledge of children Mental Health (Delusional disorder & psychosis) for this NGO as a social media strategist. Our aim is, what do we intend to accomplish in order to fully understand clearly? We did more operations and encouraged their awareness program. For teenagers and children, I have a soulful experience. This experience we did without a SELF-DEED has been still imitable. ©

Social Services

This is done by creating #employment and #livelihood opportunities for villages, and reducing distress migration. It bridges the gap between the urban and rural by organizing meaningful interactions whereby I was got to enjoy organic, homegrown food; become a part of local festivals and celebrations; celebrate the local arts and crafts, thereby promoting their culture; indulge in a rustic, real way of life by partaking in drawing water from a well & handpump, milking a goat, chopping wood; and learn sustainable farming techniques under the guidance of a local.