

LOKESH SINGH

VP & Head of Digital Marketing | 16+ Years | B2B & B2C | India & International Markets
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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Head with 16+ years driving revenue growth across B2B and B2C markets in real estate, EdTech, and international franchise sectors. Expert in full-funnel digital strategy — SEO, PPC, paid social, marketing automation, content marketing, and performance analytics. Proven ability to lead cross-functional teams of 25+, manage multi-crore budgets, and scale campaigns to 70+ countries. Early adopter of AI-powered marketing tools (ChatGPT, Jasper AI, HubSpot AI, Claude) to accelerate content velocity and optimise campaign ROI. Seeking a Head of Digital Marketing role to architect data-driven growth at scale.

KEY ACHIEVEMENTS

- Scaled international digital marketing presence to 70+ countries through targeted PPC, SEO, and social campaigns, generating consistent B2B and B2C lead flow.
- Led and mentored a 18-person cross-functional team of SEO, PPC, social media, and content specialists — improving team campaign delivery time by 30%.
- Implemented Salesforce Marketing Cloud and Agent force marketing automation, reducing lead response time and improving pipeline visibility for sales teams.
- Managed online portal leads acquisitions (99acres, MagicBricks, PropTiger) and vendor relationships for Inframantra, ensuring quality lead volume at optimised CPL.
- Consistently delivered organic traffic growth through technical SEO, Ahrefs/SEMrush-led keyword strategy, and content optimisation programmes.

PROFESSIONAL EXPERIENCE

VP – Marketing | Inframantra India Pvt. Ltd (Real Estate)

May 2024 – Present

- **Digital Strategy:** Architected and executed end-to-end digital marketing strategy aligned with revenue and lead-generation objectives across search, social, and portal channels.
- **Customer Acquisition:** Designed multi-channel acquisition funnels integrating Google Ads, Meta, and programmatic display — reducing CPL by targeting high-intent buyer audiences.
- **Team Leadership:** Built and managed a 18-person team covering SEO, PPC, Social Media, and Content; set KPIs, ran weekly performance reviews.
- **Portal Management:** Oversee vendor relationships and quality-lead acquisition via 99acres, MagicBricks, and Housing portals; negotiate CPL contracts and track conversion attribution.
- **Data & Optimisation:** Built performance dashboards in Looker Studio/GA4 to track CAC, CPL, ROAS, and funnel conversion rates; used insights to pivot budget allocation monthly.
- **Content & Brand:** Developed content strategy showcasing thought leadership in real estate; managed SEO-led blog, video, and social media calendar.
- **ORM & PR:** Managed online reputation via review platforms and press release distribution; coordinated digital PR for brand credibility in international markets.

Head – Digital Marketing | International LifeSkills Olympiad (EdTech / International)

2024

- **International Expansion:** Planned and executed digital marketing strategy to reach participants across 70+ countries — managing multi-language campaigns on Google and Meta platforms.
- **Team Leadership:** Built and managed a 28-person team covering SEO, PPC, Social Media, and Content; set KPIs, ran weekly performance reviews, and coached team members.
- **Paid Performance:** Created, managed, and optimised PPC (Google, Bing), paid social (Facebook, Instagram, LinkedIn), and display campaigns — achieving consistent ROAS targets.
- **Marketing Automation:** Implemented HubSpot and Marketo CRM workflows for lead nurturing, segmentation, and automated email sequences — improving B2B conversion rates.

- **SEO & Analytics:** Drove organic growth using SEMrush, Ahrefs, Google Search Console, and GA4 for keyword strategy, technical audits, and content gap analysis.
- **ORM & PR:** Managed online reputation via review platforms and press release distribution; coordinated digital PR for brand credibility in international markets.

Digital Marketing Manager | Cell Phone Repair (USA's Largest Repair Chain) *Jan 2016 – Aug 2018*

- Spearheaded digital marketing for franchise growth in South Asia, generating qualified B2B franchise leads via Google Ads, Facebook, and LinkedIn campaigns.
- Led a team of 12 covering PPC, SEO, and Social Ads; managed campaign budgets and reported weekly performance metrics to senior leadership.
- Planned and executed integrated search, display, and video campaigns across Google, Bing, and social platforms — reducing CPA through rigorous A/B testing.
- Leveraged SEMrush, Ahrefs, Google Search Console, Keyword Planner, Marketo, HubSpot, and WordPress to deliver measurable growth in organic and paid channels.
- Researched market trends and competitor strategies to identify new campaign opportunities and inform quarterly planning cycles.

Digital Marketing Specialist | Igniva Eduvent (EdTech / Franchise) *Aug 2012 – Jan 2016*

- Managed all digital channels (Google Ads, Facebook Ads, SEO, email) to generate qualified leads for the sales and franchise development team.
- Produced campaign performance reports enabling data-led optimisation; monitored competitor activity to remain ahead of market trends.
- Collaborated with marketing and product teams to develop content including blogs, social media posts, videos, and digital adverts.
- Coordinated digital activity around new school/franchise openings — delivering minimum committed lead volumes per launch.

EARLIER CAREER (SUMMARY)

Relationship Manager — Angel Broking Ltd (Aug 2011 – Jul 2012) | Business development, B2B sub-broker network (50+ partners).

Marketing Executive — SBI Capital Securities Pvt Ltd (Feb 2010 – Jul 2011) | Franchise/sub-broker acquisition, revenue target delivery across equity, commodity, and wealth advisory products.

CORE SKILLS & TOOLS

Strategy	Digital Marketing Strategy, Integrated Campaigns, Go-to-Market Planning, Account-Based Marketing (ABM), Brand Management, ORM
Performance	Google Ads, Meta Ads, LinkedIn Ads, Bing Ads, Programmatic Display, YouTube Ads, PPC, CPA/ROAS Optimisation
SEO & Content	Technical SEO, On-page/Off-page SEO, Content Marketing, Keyword Strategy, Link Building, Video Marketing
Automation & CRM	HubSpot, Marketo, Salesforce Marketing Cloud, Email Marketing, Lead Nurturing, Marketing Automation Workflows
Analytics	Google Analytics 4 (GA4), Google Tag Manager, Looker Studio, SEMrush, Ahrefs, Search Console, Data Studio
AI & Emerging	ChatGPT / Generative AI, Jasper AI, AI-powered ad copy, Marketing AI tools, Community-Led Growth, LinkedIn Marketing
Portals & Tech	99acres, MagicBricks, Housing.com, WordPress, Shopify, Magento, Webflow
Leadership	Team Building (12+ people), Budget Management, Vendor Negotiations, Cross-functional Collaboration, Stakeholder Reporting

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Google Ads Certified (Search, Display, Video, Shopping) — Google Skillshop
- Meta Blueprint Certified (Facebook & Instagram Ads)
- HubSpot Inbound Marketing Certification — HubSpot Academy
- Google Analytics 4 (GA4) Certification — Google Skillshop

EDUCATION

Bachelor of Science (B.Sc) | [CCS University, Meerut]

[2010]

Master of Business administration (MBA) | [SMU]

[2012]