

Aditya Chandra

Digital Marketing Manager

About Me

Digital Marketing leader with 5+ years of experience driving scalable growth across SEO, AEO, GEO, LLM SEO, and paid media. I've led growth initiatives for Amazon (full-time) and global brands like Blanchard, American Management Association, International Coaching Federation, Zazzle, and 20+ domestic and international clients across Retail, L&D, Staffing, Automobile, Dental, and Electronics. Known for building high-performing acquisition funnels, aligning teams to search intent, and delivering 2–4x traffic growth, 35%+ lead uplift, and up to 40% lower CPA across organic and paid channels.

Contact Information

Location: Gurgaon, India

 [LinkedIn](#)

 [GitHub](#)

Skills & Expertise

★★★★ Proficient

On-Page Optimization, E-commerce SEO, Search Engine Optimization (SEO), Technical SEO, Paid Media (Meta & Google Ads), Social Media Marketing, CMS Management, ORM Management, Google Business Profile Optimization, Google Tag Manager (GTM), Google Analytics 4 (GA4), Keyword Research

★★ Comfortable

Digital Marketing Strategy, Content Strategy & Optimization, ETL Automation, Data Analysis, Core Web Vitals Optimization, Ahrefs, Semrush, Moz, Conversion Rate Optimization (CRO), Backlink Management, Local SEO

Professional Experience

Social Codify

Senior SEO Executive, Jul 2024—Jan 2025

SEO Manager, Feb 2025—Current

Drive client growth and visibility by combining 'strategic SEO, paid media, and analytics', ensuring measurable outcomes across 'organic and paid channels'. Build and lead high-performing teams, optimize acquisition funnels, and consistently deliver 'business-impacting results'.

EnCstore Private Limited

SEO Specialist, Dec 2023—Jun 2024

Focused on driving 'organic growth and SEO performance' while optimizing content and technical SEO for maximum lead generation.

TechOrigins

Digital Marketing Specialist, May 2023—Dec 2023

Focused on delivering 'digital marketing campaigns and website optimization' to generate measurable business outcomes.

Amazon Development Center

Catalog Specialist, Dec 2021—May 2023

Focused on improving 'catalog data integrity, automation, and operational efficiency' to deliver measurable impact for e-commerce operations.

Allied Analytics

Market Research Associate, Jan 2021—Nov 2021

Focused on delivering 'data-driven insights' to clients, enabling 'strategic business decisions' and measurable impact across multiple industries.

Achievements

Master of Business Administration, Marketing

 Pune University, 2021

Developed expertise in strategic marketing, digital growth, and business analytics, enabling the ability to design high-performing campaigns, drive lead generation, and optimize ROI across diverse industries and channels.

Hobbies & Interests

- **Growth Marketing & SEO Experiments** – Testing search, AI-driven discovery (LLM SEO), and conversion strategies
- **Motorcycle Touring & Travel** – Long-distance rides that build resilience, focus, and strategic thinking
- **Technology & AI Trends** – Exploring how AI, search evolution, and automation shape digital growth
- **Content Strategy & Personal Branding** – Building high-impact narratives that drive authority and trust
- **Business & Leadership Podcasts** – Continuous learning around scaling teams, decision-making, and execution

★ Familiar

Marketing Automation, Influencer
Marketing, Social Media
Ads Optimization, Landing
Page Optimization, UX/UI
Collaboration, Campaign
Reporting & Analytics, A/B
Testing, Email Marketing, CRM
Management