



MANOJ AYYAGARI

SR. DIGITAL MARKETING MANAGER | FUNNELS | META | AI

Results-driven Senior Digital Marketing Manager with 8+ years of experience specialising in Meta Ads, Funnels, B2B Growth Marketing, and Performance Campaigns across Finance, coaching & consulting, EdTech, Health & Wellness, eCommerce, and B2B services niches. Proven track record of delivering exceptional ROI

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EDUCATION

2013 - 2016
VISHNU INSTITUTE OF
TECHNOLOGY

• Bachelors in Computer Science

2010 - 2013
COL.D.S. RAJU POLYTECHNIC

• Diploma in Computer Engineering

MARKETING STRENGTHS

- Campaign & Funnel Building
- Growth Marketing
- Performance Marketing
- Meta Ads (FB & Instagram)
- Google + YouTube Ads
- Leadgeneration
- Content Marketing, SEO
- Social Media Management
- LinkedIn Marketing
- Email Marketing
- B2B Campaigns

LANGUAGES

- English
- Telugu (తెలుగు)
- Kannada (ಕನ್ನಡ) Basic

KEY ACHIEVEMENTS

Meta Campaigns:

- Managed more than \$2K Per month budget (Australian Market)
- \$10K+ ad spend, 180+ leads, \$40-\$60 CPL (Finance niche)
- Combined ROAS of 8.17x for Health and Wellness coach (USA)
- Generated 875 leads at \$4 CPL for the education niche (USA)

SEO Achievement:

- Generated an organic loan leads worth \$16M+ in enquiry value
- Ranked personal website on 1st page

WORK EXPERIENCE

• **Diamond Lending Pty Ltd (Australia - Remote)** JUN 2025 - MAR 2026

Sr. Digital Marketing Manager (Independent Contractor Role)

- Built and scaled dual funnel system (Meta Lead Forms + Messenger) generating ~60 leads/month
- Accountant Referral workflow automation in GHL
- Built fully functional website with embedded finance calculators
- Improved lead quality through creatives, targeting & follow-up
- 2 organic loan leads worth \$30M+ in enquiry value

• **Filled With Clients (Netherlands - Remote)** JUL 2023 - FEB 2025

Senior Marketing Manager

- Drove B2B consulting revenue through LinkedIn content and growth marketing strategies (LI Sales Navigator, Dripify, Apollo)
- Managed a team of 5 to execute content, ads, and funnel strategies
- Ran Meta, Google, and YouTube Ads campaigns, achieving 717% ROI and 8.17x ROAS
- Built end-to-end funnels and automation workflows for lead generation and nurturing
- Developed thought leadership content systems to attract high-ticket clients

• **The Automation Artist (Bangalore)** JAN 2019 - JUN 2023

Marketing Manager

- Executed 50+ campaigns across coaching, courses, eCommerce, and service-based niches
- Built high-converting funnels using ClickFunnels and Kajabi for course and product sales
- Performed A/B testing on Meta Ads to optimize CTR, CPL, and conversions
- Designed full-funnel strategies (ads → landing pages → email sequences)

• **Skillspeed (Bangalore)**

Intern + Assistant Marketing Manager

OCT 2017 - DEC 2018

EXPERTISE

- Full-Funnel Strategy
- High-Ticket Sales Optimization
- Marketing Automation
- Appointment Setting
- Lead Generation & Nurturing
- Content Strategy & Creation
- Team Leadership & Management
- Wordpress
- AI Agents

SOFTSKILLS

- Time Management
- Tech Savvy
- Problem-solving
- Adaptability
- Creative Thinking

INDUSTRY EXPERTISE

- Coaching & Consulting,
- EdTech,
- Health and Wellness
- E-commerce
- B2B
- Services

CERTIFICATIONS

- Hubspot Certified Content Marketer, Sales Hub
- Hubspot SEO Certification
- Google Ads Display
- Google Ads Search
- Google Analytics

WORK SHOWCASE

- [My Worksamples](#)
- [Designs / Creatives / Banners](#)
- [Testimonials](#)

TESTIMONIALS

- [My Testimonials](#)

FAVOURITE PROJECTS

Project #1: Complete Rebranding of Website to B2B Campaigns

- **Website Creation:** Designed website from scratch based on the requirements, every page, every section manually, no themes, no imports
- **Content Marketing:** Based on his style of writing and the required patterns, I trained my AI tools to generate human-style content that makes the posts stand out and designed content calendars to maintain the KPIs.
- **B2B Campaigns:** Got the targeted audience from Sales Navigator and put them on Dripify to run a 28-day outbound outreach campaign that gets his calendar filled.
- **Meta (Facebook Ads):** Worked on lead generation for private lending campaigns with, More than \$2K per month or total \$10K+ ad spend, 180+ leads, \$40-\$60 CPL (Finance niche)

Project #2: End-to-End LinkedIn Event Management & Content Marketing (Director - Tripura Multinational)

- **Event Setup & Promotion:** Created and managed the CxO Sales Roundtable LinkedIn event, crafting targeted content and LinkedIn posts to attract RSVPs and boost engagement.
- **Content Marketing & Newsletters:** Developed event-specific LinkedIn posts and newsletters to educate and nurture the audience, driving more registrations.
- **CRM & Automation:** Collected RSVPs, added them to the CRM, and implemented Dripify automation for outreach and email collection.
- **Outreach & Follow-Ups:** Designed an automated LinkedIn outreach sequence and email campaigns for both cold and warm leads, with pre-event reminders and post-event follow-ups to maximize engagement.

TOOLS / PLATFORMS WORKED ON

Ads

- Facebook
- Instagram
- Google
- YouTube
- LinkedIn

Email Marketing

- Active Campaign
- Mailchimp
- Mailerlite
- ConvertKit
- Kajabi Mail
- GHM Mail
- Zoho
- Smartlead.io

Funnel & CRM

- GoHighLevel
- Kajabi
- ClickFunnels
- Kartra
- GrooveFunnels
- Folk
- Copper
- Hubspot (Basic)

Website Creation

- WordPress
- GoHighLevel
- Kajabi
- Wix
- Shopify
- Hosting
- Cpanel (backend)

Automation

- Zapier
- Phantombuster
- Manychat

AI LLM

- Claude AI
- Chatgpt
- GeminiAI
- Deepseek

AI Tools

- Google AI Studio
- VEO
- 11 Labs
- Retell AI

Agentic AI

- n8n
- RAG (WhatAapp)
- 30 Day Content
- Voice Agent AI

Analytics

- GA4
- FB Pixel
- Tag Manager

Canva

- Ad Creatives
- Posters
- Short videos
- Logos
- Brochures

SMM

- Publer
- Meta Suite

B2B

- Apollo.io
- Drippify
- Salesnavigator