



CHIMAN MARU

DIGITAL MARKETING MANAGER

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CONTACT

+91 7202007047
official.chimanmaru@gmail.com
Rajkot, Gujarat, IN
www.fynoxinc.com

EDUCATION

- **M.Sc. IT**
BKNMU
2022 - 2024
- **B.C.A**
BKNMU
2019 - 2022

SKILLS

- Digital Marketing Strategy
- Performance Marketing
- SEO Strategy & Optimization
- Google Ads & Meta Ads
- Lead Generation & Cust. Acq.
- Marketing Analytics & Reporting
- Social Media Marketing
- Content Marketing & Strategy
- SOP Dev. & Process Design
- Agency Ops. & Workflow Systems
- GA4, GSC, GTM
- Client & Project Management
- Screaming Frog

LANGUAGES

- Gujarati
- Hindi
- English

PROFILE

Digital Marketing Manager with 5+ years of experience across SEO, performance marketing, and digital growth. Google-certified in Ads and Analytics, with expertise in SEO strategy, Google & Meta Ads, lead generation, social media, and marketing automation. Experienced in building SOPs, agency operating systems, team workflows, and scalable marketing processes. Skilled in team management, client strategy, analytics, and driving business results.

WORK EXPERIENCE

- **Choras Media - Rajkot** April, 2026 - Current
Digital Marketing Manager
 - Built SEO department from scratch and established SEO workflows.
 - Designed Agency Operating System for workflow, roles & accountability.
 - Defined team hierarchy, roles, reporting & department structure.
 - Created SOP framework for launching a new Web & SEO Agency.
 - Built social media SOP with a 45-day content planning buffer.
 - Built automated SEO page mapping for 3,000+ pages in 3 hours.
 - Managed multi-campaign Google Ads and Meta Ads for lead generation.
- **Onix Renewable Limited - Rajkot** July 2023 - Dec-2025
Digital Marketing Manager
 - Built 360° marketing strategy for strong brand visibility.
 - Managed social media accounts and content strategy.
 - Ranked 50+ keywords monthly through SEO efforts.
 - Managed Meta Ads & Google Ads campaigns.
 - Managed team workflows, daily tasks, and marketing activities.
 - Implemented WhatsApp API and developed FB & Insta chatbots.
 - Built Google Knowledge Panels for board members.
- **Mahindra Showroom - Jamnagar** May 2021 - June 2023
Digital Marketing Executive
 - Managed Website SEO Projects.
 - Managed Meta Ads and Google Ads Campaigns.
 - Handled multiple Google Business Profiles for all outlets.
 - Managed Social Media Accounts and Content
 - Implemented WhatsApp API for broadcasting and customer messaging.

DECLARATION

I hereby declare that all the information provided above is true and accurate to the best of my knowledge and belief.