PILLA MANOHAR

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SUMMARY

Results-driven Digital Marketing Executive with 2+ years of experience in Shopify website management, SEO, social media marketing, paid advertising, and eCommerce growth. Skilled in building and optimizing Shopify stores, improving search rankings, managing Meta and Google Ads campaigns, and creating high-converting content. Proficient in product catalog management, website optimization, AI-powered content creation, and data-driven marketing strategies. Proven track record of increasing organic traffic, brand visibility, customer engagement, and conversions across multiple eCommerce brands.

WORK EXPERIENCE

Digital Marketing Executive — HEITS Pvt. Ltd

FAB- 2026 - Present

- Managed end-to-end digital marketing for HEITS and MyShopzzy, including SEO, website optimization, and content strategy.
- Executed on-page, off-page, and technical SEO, improving search rankings through keyword research, backlink building, and website optimization.
- Planned and optimized Meta Ads (Facebook & Instagram) campaigns to generate quality leads and improve conversion rates.
- Managed social media accounts by creating engaging content, designing creatives, editing videos/reels, and increasing brand reach.
- Created SEO-friendly blogs, website content, PowerPoint presentations, and marketing materials while collaborating with development teams to enhance website performance.

Digital Marketing Manager – PRKR Retail Pvt. Ltd.

Aug 2025 – Jan 2026.

Managing : Websites

www.popnaari.com / www.laaki.co (Shopify Websites)

- Built & managed both Pop Naari and Laaki Shopify Websites end-to-end.
- Uploading products, optimizing descriptions, and improving SEO rankings.
- Running Meta Ads, Google Ads & YouTube Ads for brand visibility and sales.
- Planning and executing complete social media strategy and influencer marketing.
- Driving on-page SEO, backlinks, and product SEO for organic traffic.
- Creating content: product descriptions, ad copies, blog content & scripts.
- Tracking analytics, generating performance reports, and optimizing campaigns.

Digital Marketing Executive — INTOOBOX (Shopify Website) July 2024 - July 2025

- Built and managed the entire Shopify website, including product uploads & collections.
- Improved SEO performance, increasing organic traffic by 30% through on-page optimization.
- Created product descriptions, blogs, and social media content to boost conversions.
- Managed Meta Ads, improving conversion rate by 25% through targeted campaigns.
- Handled brand social media accounts, engaging with customers and improving reach.
- Enhanced store performance and contributed to consistent sales growth.

EDUCATION

- B.Sc. (MPC) — Gayathri Degree College (Andhra University) - (2017 - 2020)
- Intermediate (MPC) — PSM Vasavi Junior College - (2015 - 2017)
- SSC — Surya Teja High School - (2015)

CERTIFICATIONS

Digital Marketing Certification - Tech Mahindra Foundation - 2024 (Feb - June).

KEY SKILLS

Website Services

- Shopify Store Setup & Management
- WordPress Websites
- Website Design (Lovable.dev, Bolt.new)
- Product Listing & Catalog Management

Content & SEO

- On-Page SEO (Meta tags, headings, image alt tags, internal linking)
- Off-Page SEO (Backlink strategies, directory submissions)
- Keyword Research (Tools & AI-assisted research)
- Blog Writing & SEO Content Creation
- Copywriting for Websites, Ads & Emails
- Product Description Writing

Content & Copywriting

- Product Descriptions
- Blog Writing
- Ad Copywriting
- Email Copy & Website Content

Social Media Management

- Social Media Posters
- Promotional Banners & Flyers
- Canva Templates & Editable Designs
- Photoshop

Advertising & Campaigns

- Meta Ads (Facebook & Instagram)
- Google Ads Campaign Setup
- Ad Copywriting
- Audience Targeting & Retargeting
- Basic Ad Analytics & Reporting

Email & WhatsApp Marketing

- Email Campaigns using Mailchimp
- Newsletter Design & Automation
- WhatsApp Marketing using WATI Tool
- Custom Templates for Outreach

AI Tools

- Proficient in prompt engineering for AI-generated content (writing, design, marketing).
- Explored AI tools for web and app development.
- Experienced in AI-powered image, video, and audio generation.
- Skilled in ChatGPT for content planning, ideation, and generation.

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website : www.manohardm.in