

ROHIT VYAVAHARE

Digital Marketing Manager | Paid Media, LinkedIn and Search | Mumbai, India

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SUMMARY

Digital marketing manager with 7 years across logistics, international trade, and e-commerce. Runs paid campaigns on Meta, LinkedIn, and Google Ads, with **₹85,000+ in ad spend across 7 accounts** delivering **4.2M+ impressions and 11,400+ clicks** at low cost per result. Also builds products end to end, including DailyTaskProAI, a live AI-powered SaaS platform.

CORE SKILLS

- Meta Ads
- LinkedIn Campaign Manager
- Google Ads
- Lead Generation
- Google Analytics
- LinkedIn Page Analytics
- SEO
- Meta Pixel
- Performance Reporting
- Email Marketing
- Claude Code
- Codex
- AI-generated Video
- Software Development
- JavaScript
- Next.js Framework Development
- Node.js Development
- MySQL
- Web Design
- Chrome Extensions Development (Manifest V3)
- Digital Marketing Manager

EXPERIENCE

Media Manager, Amfco Agencies Pvt. Ltd. – Mumbai, India

Apr 2021 – Present

Logistics, cold chain, and international trade

- Ran LinkedIn Ads generating **599,000+ impressions and 8,200+ clicks** from ₹23,000 spend at **₹2.81 per click**, and gained **235 page followers** through sponsored posts
- Created a cold-chain export campaign on LinkedIn that achieved a **9.4% click-through rate and 20.7% engagement rate**, driving **2,757 clicks at ₹2.54 each**
- Promoted the CLIIN robotic tank-cleaning system for the ChemLogistics 2026 exhibition, delivering **68,000+ impressions and 711 clicks** on a ₹5,000 budget
- Built Google Search campaigns for **6 logistics product lines**, including reefer containers, ISO tanks, flexi bags, and dunnage air bags, generating **92 conversions at ₹228 each** with a **15.2% conversion rate**
- Published **199 organic LinkedIn posts in 12 months**, earning **116,000+ organic impressions and 8,200+ clicks** at a **12% engagement rate**
- Managed e-commerce end to end, from product listings and creative through checkout, promotions, and fulfilment, and ran Meta Advantage+ shopping campaigns that generated **38 purchases at ₹22 each**
- Produced all marketing creative in-house and designed and maintained **3 company websites**: amfilogistics.in, chaidesiindia.com, and theteevillae.com
- Building an in-house **AI-based ERP system for Amfco** with the development team to bring core business operations into one platform

Tools: LinkedIn Campaign Manager, Google Ads, Meta Business Manager, Canva, Adobe Photoshop, Illustrator

Digital Marketing Manager, Gocon Logistics Pvt. Ltd. – Mumbai, India

Sept 2019 – Jan 2021

Freight and logistics

- Managed social media and paid marketing campaigns for a freight and logistics provider
- Built email and SMS campaigns for lead nurture and retention, and administered Facebook Business Manager, including pixel setup, custom audiences, and campaign reporting

Digital Marketing Executive, Hoppoo Lifestyle Pvt. Ltd. – Mumbai, India

Apr 2019 – Aug 2019

Consumer lifestyle

- Ran paid social lead-generation campaigns for a consumer lifestyle brand and trained junior team members on campaign setup

Freelance Digital Marketing Consultant – Mumbai, India

Political, B2B, and food and beverage clients

- Ran a 4-week Meta awareness campaign for a municipal election candidate, serving **3.37M impressions at ₹7.84 per 1,000**, with one ad reaching **1.82M people**
- Managed LinkedIn campaigns for YPP, generating **2,116 clicks and 67 conversions** on ₹12,000, including a sponsored messaging campaign that delivered **54 conversions at ₹28 each**
- Ran Meta click-to-message campaigns for Bites and Slush, including recruitment ads, starting **96 conversations at ₹15 each**

PROJECTS

DailyTaskProAI – Founder and Developer | dailytaskproai.com

[Year] – Present

- Built and launched a SaaS platform whose AI engine reads a user's emails and tasks, then ranks and shows their daily priorities
- Developed with Node.js, Next.js, and MySQL on a production server (PM2, NGINX), with Razorpay subscription billing, Google and Microsoft login, and a companion Chrome extension
- Ran the launch campaign on Meta, **reaching 103,000+ people for ₹199** at ₹1.93 per 1,000 people reached

EDUCATION AND CERTIFICATIONS

MBA, Finance and Marketing – University of Mumbai	2019
BMS, Bachelor of Management Studies – University of Mumbai	2017
Economics and International Business – International Business Management Institute	2021
Google Digital Marketing Certificate	2018
Recipe published – California Walnuts national contest and Mithais of India	2019