



DEEPESH NIGAM

HEAD OF MARKETING & TECH OFFICER

CONTACT

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[Linkedin](#)

EDUCATION

2014 - 2018
BACHELOR OF ENGINEERING

- Mechanical Engineering
- Government Engineering College, Nowgong

CERTIFICATIONS

2024
PROJECT MANAGEMENT
Udemy

2022
DIGITAL MARKETING
Hubspot

2022
SEO
Hubspot

2022
GOOGLE ANALYTICS
Hubspot

2022
DIGITAL ADVERTISING
Hubspot

PROFESSIONAL SUMMARY

Strategic and results-driven Marketing Project Manager with **6+ years of experience** executing high-performance digital campaigns and managing global marketing operations across the **U.S., UK, Australia, and Canada**.

Proven track record in scaling brands, teams, and revenue through end-to-end project execution, funnel optimization, marketing automation, and performance analytics.

Skilled at generating measurable business outcomes—including **12X ROAS**, **87%** increase in sales, and **137% revenue growth**.

Successfully scaled communities like **Criticeye (33K+)** and **Eprenz (70K to 137K)**, driving **21M+ monthly views**.

Known for building **self-sustaining marketing systems** that reduce manual effort and maximize ROI across paid media, CRM workflows, and lead generation.

Adept in tools like **ClickUp, HubSpot, Klaviyo, Google Ads, GA4, and Zoho CRM**.

WORK EXPERIENCE

LA VIE MD

2024 - PRESENT

Head of Marketing & Tech Officer

- Managed \$30K/month ad spend across Google & Meta Ads
- Delivered 12X ROAS with \$29 CPL and 100+ booked appointments/month
- Built CRM pipelines and automated nurture flows in HubSpot
- Created high-converting landing pages, ad creatives, and follow-up sequences
- Operated in CST time zone with weekly analytics and client reports

Eprenz

Head of Marketing & Operations

2021 - 2024

- Led global campaigns across SEO, PPC, content, events, and CRM automation
- Generated \$25,000+ in webinar/course funnel revenue
- Scaled Pinterest to 20K followers, reaching 21M monthly views
- Managed a 14-member global team with daily workflows in ClickUp
- Ran A/B testing, campaign analytics, and improved brand visibility by 40%
- Controlled a \$50,000 annual paid media budget
- Event organization.
- Managed 250+ webinars and events, including high-ticket masterclasses.

Criticeye

Marketing Project Manager & Growth Strategist

2019- 2021

- Scaled Criticeye 0 to 33,000+ users and increased revenue by 137%
- Led SEO, email, affiliate campaigns, and influencer outreach
- Built lead-gen funnels and automation via Zoho CRM & HubSpot
- Consistently delivered organic and paid traffic growth through content strategy

Jet Electro

Digital Strategy Consultant (Freelance)

2024

- Set up lead gen funnels for UPS sales, rentals, and AMC services
- Managed content strategy and revamped the e-commerce store for spare parts
- Developed CRM and WhatsApp automation for service inquiries
- Built SOP-based marketing infrastructure to prepare the company for scale/sale

SKILLSET

- Project Management
 - ClickUp, Trello, Asana, Zoho Projects
- Paid Advertising
 - Google Ads, Meta Ads, LinkedIn Ads
- Lead Generation
 - SEO, Funnels, CRO, UTM, A/B Testing
- CRM & Automation
 - HubSpot, Zoho CRM, Mailchimp, Zapier
- Analytics
 - GA4, Hotjar, Clarity
- Web & Content
 - WordPress, Shopify, Hootsuite, Canva, etc.
- Communication
 - Client Reporting, Team Leadership, Remote Coordination
- eCommerce
 - Shopify, WordPress, Product Funnels, Checkout Optimization
- Marketing Automation
 - Built self-sustaining machines for lead capture, nurturing & follow-ups
 - Reputation management with Nicejob.

CORE COMPETENCIES

- Project & Team Management: ClickUp, Trello, Asana, Zoho Projects
- Digital Advertising: Google Ads, Meta Ads, LinkedIn Ads, ROAS Optimization
- CRM & Marketing Automation: HubSpot, Zoho CRM, Mailchimp, Zapier
- Analytics & Tracking: GA4, Google Data Studio, Hotjar, Clarity
- Lead Generation & Funnels: SEO, PPC, UTM tagging, Retargeting
- Remote Leadership: Global cross-functional team coordination
- Strategic Execution: Budget handling, SOP building, performance reporting
- Client Communication: International stakeholder reporting & alignment
- Conversion & Appointments: Form automations, retargeting, CPL/ROAS focus

INTERNATIONAL CLIENT PORTFOLIO

- Eprenz (USA): Webinar funnel execution & \$25K+ sales generation from marketing events
- La ViE MD (USA): Delivered 12X ROAS with \$30K/month budget & \$25 CPL
- Media Clock (Australia): Managed PPC/web projects on AU hours
- Criticeye (Global): Built a growth platform with 33K+ users and 137% revenue growth.
- TwoDigits (USA-funded): Co-founded agency offering marketing & dev solutions to global clients
- Jet Electro (India): Digital strategist for their web-app initiative and digital marketing.

KEY ACHIEVEMENTS

- 🏆 Promoted to Head of Marketing at Eprenz within 3 months.
- 📈 Achieved 137% revenue growth at Criticeye; 21M monthly reach
- 💰 Drove \$25K+ in funnel sales from webinar campaigns
- 🔄 Delivered 12X ROAS & \$25 CPL at LaVie MD with \$30K ad spend
- 🧠 Built agency systems for TwoDigits.io, supporting automation-driven marketing
- 🚀 Generated 87% revenue increase via SOP-based execution at Jet Electro
- 📊 Delivered 197% traffic increase using organic, paid, and funnel strategy

TOOLS & TECHNOLOGY

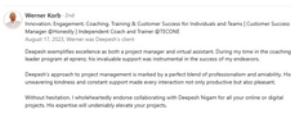
- Project & Ops: ClickUp, Trello, Zoho Projects, Asana, Monday
- CRM & Email: HubSpot, Zoho CRM, Go High Level, Bitrix24
- Ads & Campaigns: Google Ads, Meta Ads, LinkedIn Ads
- Analytics: GA4, Clarity, Hotjar
- Web & Content: WordPress, Shopify, Pinterest, Canva, Hootsuite
- Automation: Zapier, Make.com, CRM Sequences, Booking Flows

REFERENCE

David Wagstaff
Eprenz | CEO
[Watch on LinkedIn:](#)



Werner Korb
TECONE | Business Coach
[Watch on LinkedIn:](#)



Mike Grady
Entrepreneur | Consultant
[Watch on LinkedIn:](#)

