Chetan Yadav

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DIGITAL MARKETING SPECIALIST | MARKETING TECHNOLOGY SPECIALIST | SEO SPECIALIST | PERFORMANCE MARKETING SPECIALIST

SEO | Paid Media | WordPress | Marketing Automation | CRO | E-commerce | Analytics

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PROFESSIONAL SUMMARY

- Digital marketing and marketing technology professional with **5+ years of experience** delivering SEO, paid media, WordPress, automation, CRO and e-commerce initiatives across financial services, cybersecurity, retail and sports nutrition.
- Manage integrated campaigns using **Google Ads, Meta Ads, SA360, GA4, GTM, Semrush and Search Console**, connecting acquisition activity to qualified leads and measurable conversions.
- Build and optimize WordPress websites, landing pages, product pages, email journeys and conversion paths while maintaining accurate analytics and reporting.
- Coordinate content, design, product and leadership teams to deliver compliant campaigns, consistent brand experiences and data-informed improvements.

CORE SKILLS

- **Digital advertising:** Google Ads, Meta Ads Manager, SA360, search, display, retargeting, audience segmentation, bidding, negative keywords and campaign optimization
- **SEO and CRO:** Semrush, Ahrefs, Search Console, technical SEO, keyword research, on-page SEO, internal linking, Core Web Vitals, A/B testing and conversion optimization
- **Web and marketing technology:** WordPress Multisite, Themeco Pro, ACF, Cloudflare, CDN management, schema, plugins, staging environments and tracking pixels
- **Automation and CRM:** Mailchimp, HubSpot, lead forms, segmentation, welcome journeys, cart recovery, lead nurturing and automated follow-up
- **Analytics and reporting:** GA4, GTM, Excel, Tableau, KPI dashboards, attribution, conversion tracking and campaign reporting
- **Content and collaboration:** Canva, WordPress, email marketing, Trello, Asana, Slack, SharePoint and Microsoft Office

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PROFESSIONAL EXPERIENCE

Digital Marketing and Marketing Technology Specialist
PDQ Wealth Management, Ontario, Canada | Nov 2025 – Present

- Manage digital marketing for financial education and wealth-strategy services focused on cash-flow optimization, mortgage reduction and asset accumulation for Canadian homeowners.
- Maintain and optimize the company's **WordPress website**, service pages, landing pages, lead forms and consultation-booking journeys.
- Execute technical and on-page SEO using **Semrush, GA4, GTM and Search Console**, increasing organic sessions by **28%**.
- Manage Google Ads and Meta campaigns across search, display and retargeting, reducing cost per qualified lead by **18%** through targeting, keyword and landing-page improvements.
- Implement conversion tracking and reporting for form submissions, booked consultations, campaign leads and website engagement.
- Build segmented email and lead-nurturing workflows using **Mailchimp and HubSpot**, contributing to a **22% increase in qualified consultation inquiries**.
- Coordinate financial-services content with leadership, ensuring claims, illustrations, disclaimers and client-facing information complete internal review before publication.

Marketing Technology and Design Lead
Perfect Sports, Aurora, ON | Jul 2025 – Nov 2025

- Managed PERFECT Sports WordPress Multisite properties for Canada and the United States, improving mobile performance by **30%**.
- Built product pages, landing pages and conversion paths using **Themeco Pro, ACF and custom layouts**.
- Led SEO activity using Semrush, GA4, GTM and Search Console, increasing organic search visibility by **35%**.
- Developed Mailchimp lead-capture, welcome and cart-recovery journeys that improved lead-to-customer conversion by **25%**.
- Coordinated design briefs, approvals and templates, reducing creative revision cycles by **35%**.
- Managed PDP content, product images, flavour metadata and Nutrition Facts Panel uploads, achieving **100% on-time deployment** across scheduled launches.
- Conducted A/B tests across CTAs, PDP sections and checkout journeys and resolved plugin, staging and CDN issues affecting customer experience.

Digital Marketing Executive Intern
Vehiqilla Inc., Windsor, ON | Apr 2024 – Apr 2025

- Executed Google Ads and Meta campaigns across search, display and retargeting for cybersecurity and mobility-security solutions.
- Completed keyword research, audience segmentation, ad-copy development and campaign optimization using **Google Ads, SA360 and Google Analytics**.
- Managed Seller Central listings and A+ Content for security hardware and automotive technology products.
- Developed SEO, social media, blog and email content using **Semrush, Ahrefs, Search Console, Canva, Mailchimp and WordPress**.
- Prepared weekly and monthly Excel and Tableau reports covering traffic, engagement, conversions and inventory performance.

Digital Marketing Assistant – Search Campaigns
Reliance Retail, Surat, Gujarat, India | Mar 2019 – Jun 2022

- Supported Google Ads and Meta campaign setup, keyword research, targeting and ad-copy reviews, contributing to a **10% increase in daily impressions**.
- Monitored CTR, CPC and Quality Score and supported optimizations that improved CTR by **8%**.
- Refined negative keywords, match types and location targeting, reducing CPC by **7%**.
- Supported ad-copy and creative testing that generated a **9% increase in engagement**.
- Prepared Excel and Tableau reports that accelerated campaign-optimization turnaround by **11%**.

EDUCATION

Bachelor's Degree in Mathematics
Veer Narmad South Gujarat University, Surat, Gujarat, India | May 2016 – Mar 2019

Graduate Certificate in Data Analytics for Business
St. Clair College, Windsor, ON | Aug 2022 – Apr 2024

CERTIFICATIONS AND PROFESSIONAL LEARNING

- **Google Ads Search and Display Certification**, **Google Skillshop | May 2019**
- **Meta Blueprint: Facebook and Instagram Advertising Training** | **Jul 2019**
- **Google Analytics Individual Qualification, Google Skillshop | Sep 2019**