YATIN CHAUDHARY

Assistant Digital Marketing Manager · SEO & Organic Growth · Web & App Developer

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PROFILE

Organic-growth specialist with 4+ years of experience in SEO, performance marketing, UI/UX and full-stack web, software and app development. Currently Assistant Digital Marketing Manager at MTandT Group. Founder of Digital Marketing By OG, building search-led growth systems and the websites, apps and tools that power them.

4+ yrs	4,000+	10X	50+
Experience	Keywords on page one	ROAS on Google & Meta	Brands launched

EXPERIENCE

Assistant Digital Marketing Manager · MTandT Group — Oct 2026 – Present

- Designed and built the TSAF website in WordPress; own it end to end, from design and development to updates and website administration.
- Lead TSAF's SEO and organic growth strategy.
- Manage TSAF's LinkedIn presence and brand communication.
- Oversee the overall web presence, keeping the site fast, lightweight and secure.

Digital Marketing Specialist · Exuverse (IT Services) — Oct 2024 – Sep 2026

- Managed SEO and web presence of ten client websites; local SEO across five locations.
- Ran Meta, Google and LinkedIn campaigns for US and UK audiences.
- Designed and built the Exuverse corporate website and the Exuverse Spaces lead-generation site in WordPress.
- Led a team of two junior executives.

Digital Marketing Executive · D2C Nutrition Brand — Apr 2023 – Sep 2024

- Ranked 4,000–5,000 keywords on page one of Google.
- Reached 10X ROAS on Google and Meta Ads; ran Shopping and Search campaigns.
- Grew social media to 12,000+ followers.

Digital Marketing Executive · Geo Ads Media — Apr 2022 – Mar 2023

- Ran lead-generation campaigns for real estate, education and healthcare clients.
- Performed SEO audits and built WordPress websites.

Freelance Full-Stack Developer · Remote — 2021 – 2022

- Built four e-commerce sites with Razorpay and PayU integration, and an HRMS portal.

FOUNDER · DIGITAL MARKETING BY OG

Delhi NCR agency offering SEO, Google/Meta/LinkedIn Ads, website and app development, HRMS portals and AI tools. Leads product, development and growth strategy.

KEY PROJECTS

- HRMS portal built for 5,000 employees
- Recommerce: Cashify-style pre-owned phone marketplace
- GST billing software and AI Copilot for websites (live products)
- Four e-commerce stores for small businesses; D2C nutrition brand SEO and ads case study

SKILLS & TOOLS

SEO & Analytics: Google Search Console, Ahrefs, SEMrush, GA4, Google Tag Manager, Google Business Profile, local SEO, technical SEO audits

Paid Media: Google Ads, Meta Ads Manager, Meta Pixel, LinkedIn Campaign Manager

Development & Design: WordPress, PHP, Shopify, Figma, web, software and app development, Razorpay, PayU

EDUCATION

MBA · BBA, Jaypee University · AI & ML