MARKETING PORTFOLIO & CASE STUDIES

Shivam Kumar

Digital Marketing · Data Analyst — marketing since February 2022, across agencies and in-house roles: SEO, paid ads, social, email and analytics.

Prepared for: Autoport India Pvt Ltd — Business Development Executive application

Portfolio website: shivam-marketing-portfolio.pages.dev · Email: shivaysinghrajputofficial@gmail.com · Case studies describe work done on employer accounts; figures marked REAL WORK come from my resume and my own records. All visuals in this deck are illustrations in the style of platform reporting, not screenshots of real accounts.

PROOF, UP FRONT — REAL WORK

Results from my own record

55%

Growth in online sales & brand engagement — Air Expert India

35,000+

Organic visitors added through SEO — Air Expert India

2.7x

ROI after analysing current marketing, cost cutting + optimisation — EnterChat

Multi-platform

Publishing everywhere + platform-specific ads (Google, Meta, Amazon and more) — xerocks.store

How to read this deck: case studies in this deck describe work done on employer accounts. Charts and dashboard visuals are illustrations in the style of platform reporting, not screenshots of real accounts.

WHAT I DO

Skills & experience

Digital Marketing | Data Analyst | SEO / SEM | Social Media Marketing | Facebook Ads | Google Ads | Email Marketing | Content Writing | Video Editing | Graphic Design | Data Analytics (Excel) | Python | GenAI / AI Agents | Automation

May 2025 – Oct 2025 — Marketing Analyst, EnterChat · **Dec 2024 – May 2025** — Digital Marketing Manager, xerocks.store
Dec 2023 – Dec 2024 — Digital Marketer, Digital Sanstha · **Aug 2023 – Nov 2023** — Digital Marketing Head, Air Expert India
Feb 2023 – Aug 2023 — Digital Marketing Executive / Social Media Manager, Monetta India · **Feb 2022 – Jan 2023** — Digital Marketing Manager, Rizzle

Education: IIT Madras — BS Data Science (diploma level completed) · Digital Marketing Professional Program (in association with Google)

SEO · Technical · Content

1. SEO Audit & 90-Day Growth Plan

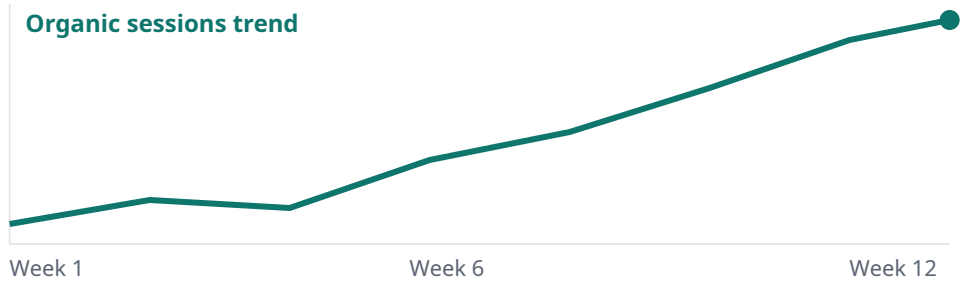
The challenge

Service pages target no clear keywords. Technical debt: slow pages, crawl errors, thin internal linking, missing schema, no location pages. Blog content answers nobody's question. No measurement — nobody knows what is working.

Strategy

Weeks 1–2: technical fixes. Weeks 3–4: 60-keyword map. Weeks 5–8: on-page + 8 buyer-question articles. Weeks 9–12: listings, citations, reviews, weekly Search Console report.

VISUAL — SEO DASHBOARD



Money keyword	Start	Target
service + city	Not in top 50	Rankings tracked
best service near me	Page 3	Rankings tracked

Search Console–style view. Tracked: organic sessions, keyword rankings, enquiries from organic search.

> **Takeaway:** SEO is technical soundness + useful information matched to search intent + authority, in that order.

AEO · AI Search · Structured Data

2. Answer Engine Optimisation (AEO)

The challenge

Classic SEO wins clicks; AI search gives answers. The business ranks, but the answer box quotes competitors. Pages bury the answer under long intros — AI cannot lift a clean quote. No structured data, no comparison tables, no clear facts to cite.

Strategy

30 buyer questions, one page per question. Direct 40–60 word answer at the top, evidence below — quotable by design. FAQPage + HowTo schema, comparison tables, explicit cost/timeline/process facts.

VISUAL — AI ANSWER BOX

Buyer question: “How long does a local SEO audit take?”

A full local SEO audit takes 1–2 weeks: technical crawl, keyword mapping and a prioritised fix list. This is the quotable answer block format — one direct paragraph an engine can cite verbatim.

Tracked: AI Overviews | Tracked: ChatGPT | Tracked: Perplexity

Tracked: citation presence for priority buyer questions + referral traffic from AI tools.

> **Takeaway:** AEO rewards clarity over cleverness — if a page cannot state its answer in one quotable paragraph, no engine will quote it.

GEO · LLM Visibility · Entity

3. Generative Engine Optimisation (GEO)

The challenge

A brand that is good but invisible to AI recommendations. Facts are inconsistent across the web. Content is written to rank, not to be quoted — no statistics, comparisons or original explanations models can cite. Almost no third-party corroboration.

Strategy

Entity clarity: one consistent set of facts everywhere. Citation-ready pages with statistics and sources. Third-party footprint: reviews, listings, mentions. Category coverage across recurring questions.

VISUAL — BRAND MENTIONS IN AI ANSWERS

Brand mentions tracked across AI answers for category queries:

ChatGPT | Perplexity | Gemini | AI Overviews

Plus: branded search movement and referral traffic from AI tools.

Brand-mention tracking across AI answers for category queries.

> **Takeaway:** GEO is a trust game — models recommend brands whose facts agree everywhere and whose reputation exists outside their own website.

Paid Ads · Google · Meta · Amazon

4. Google, Meta & Amazon Ads

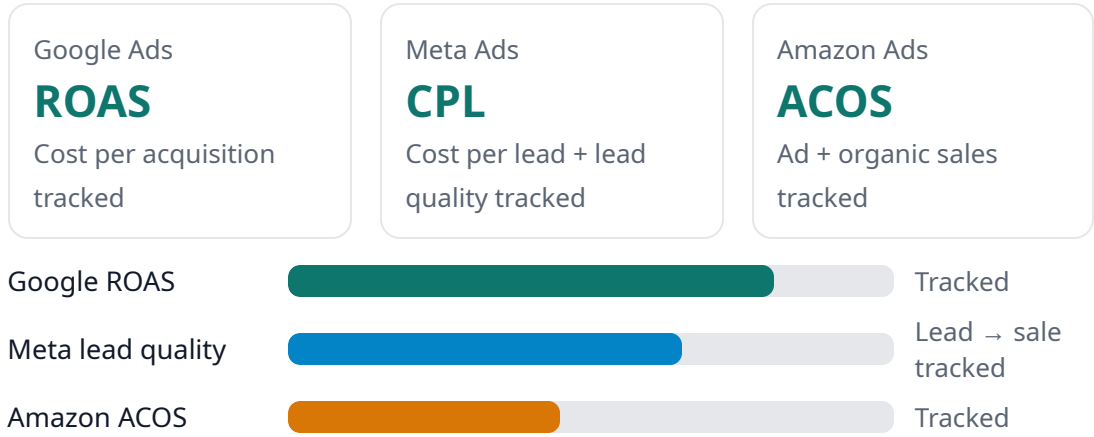
The challenge

One generic campaign runs everywhere — same creative, same targeting, same metric — and underperforms on all three. Amazon listings are not optimised, so ad clicks land on weak pages and ACOS balloons. No kill list: losing ad sets keep spending.

Strategy — platform by platform

Google: search-intent campaigns, matched landing pages, full conversion tracking. Meta: interest + lookalike audiences, short video + carousel. Amazon: listing optimisation FIRST, then sponsored campaigns. Budget discipline: daily caps, weekly reallocation, written kill list.

VISUALS — ADS DASHBOARDS



Dashboard cards in the style of Google / Meta / Amazon ads reporting. Tracked metrics only — no results claimed here.

Takeaway: platform-specific is not optional — search captures intent, Meta creates demand, Amazon closes buyers already shopping.

Organic Content · Social · Distribution

5. Organic Content Engine — 30 Days

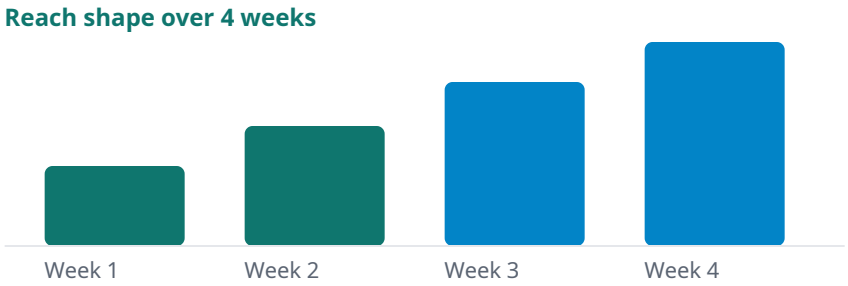
The challenge

Content is random: no pillars, no formats that repeat, no reason to follow. Everything is promotional — nothing teaches, proves or entertains. Each piece lives on one channel and dies there. No reporting rhythm.

Strategy

4 pillars: education, proof, honest comparisons, behind-the-scenes. Repeating formats repurposed across 2–3 channels. Fixed cadence, hook testing, real community engagement. Weekly reporting — next week doubles down only on what converted.

VISUAL — 30-DAY ORGANIC REACH



Posting week: Mon education video · Tue proof carousel · Wed comparison · Thu behind-the-scenes · Fri blog · Sat best-of · Sun review. Tracked: reach, saves, profile visits, enquiries per piece.

> **Takeaway:** organic compounds when it is a system, not a mood.

REAL WORK | Distribution · Growth · Content

6. Tech-You — Channel Growth

What it is

Tech-You, a channel I built. I posted other creators' videos, optimised and distributed them, and brought bumper views to the channel. Presented exactly that way — **not** a claim that I created those videos. The work was curation, packaging and distribution.

Channel: youtube.com/@tech-you

What I did

Curation of proven-appeal videos · packaging rewritten for clicks and search · consistent cadence · distribution where tech audiences already are.

VISUAL — CHANNEL GROWTH SHAPE



Growth shape only — no view figure claimed here. The real-work claim is distribution-led growth ("bumper views").

> **Lesson for client work:** great content without distribution is invisible, and distribution without good content does not retain anyone. Growth needs both, in that order.

A NOTE ON HONESTY

Nothing here claims a result that did not happen

Case studies in this deck describe work done on employer accounts. Dashboard and chart visuals are illustrations in the style of Google Ads, Meta Ads, Search Console and AI-answer reporting — they are **not screenshots of real accounts** and carry no real account data. Real-work figures (55%, 35,000+, 2.7x, multi-platform) come from my resume and my own records.

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