

# MANTOSH PAL~

Simply Motivated

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## My Short Introduction

Results-oriented Affiliate Marketing Manager with over 8+ years of experience since 2014, in driving high-performance affiliate programs and delivering measurable growth.

Expert in leveraging platforms like Google Ads, Facebook Ads, Lead Generation, Messenger Leads Generation, Website Forms Lead generation and Pay Per Call strategies to maximize ROI.

Proven track record in managing creatives, optimizing Google Display Ads, and fostering long-term partnerships to meet organizational goals. Dedicated to innovation, performance analytics, and crafting impactful marketing strategies.

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## Education Qualifications

- Indo English School 10<sup>th</sup> (Math, Commerce, Other Subs) (Year 2010 March)
  - Indo English School 12<sup>th</sup> (Commerce, Economics, Math, Other Subs) (Year 2012 March)
  - Mechanical Engineering UGI (Govt Undertaking) (Mechanical, Math, Science) (2012-2013)
  - Chattered Accountant (2013-2014 Dropped Till CPT)
  - Bachelor's in Commerce (Marketing) (2013-2015)
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## Companies

**Company - Rocket Sales Agency (India On-Site)**

**Position - Affiliate Marketing Manager**

*March, 2016 - May, 2024*

**Company - Decorbill LLC (USA Remote)**

**Position - eCommerce Manager (\$3m Revenue)**

*June, 2024 - April, 2025*

*NOTE: Please use CTRL+F to Find the Exact Skill (Keyword) if Required.*

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## Lead & Demand Gen Manager Responsibilities:

- I set up and maintain tracking/attribution systems (UTMs, source tags), ensure data integrity/quality.
- I develop scoring frameworks to evaluate lead quality, monitor CPQL and CPL, and compare vendor performance to optimize ROI.
- I do Mapping and analyze the end-to-end funnel (application / approval / funded), measure drop-off at each stage, and pinpoint areas for improvements.
- I conduct A/B tests on application flows, implement lead nurturing (email/SMS), and enhance UX to boost application completion rates, especially on mobile.
- I evaluate vendor performance through regular reviews, negotiate pricing with CEO based on conversion metrics, and diversify sources to mitigate risk.
- I do produce dashboards and deep-dive analyses to track KPIs (lead volume, conversion rates, cost metrics), identify trends, and guide strategic decisions.
- I work cross-functionally with underwriting (ops) and product teams; ensure all marketing and lead practices adhere to regulatory and data privacy standards.
- I Have proven experience in lead optimization, marketing automation, and CRM management.
- I have strong analytical and problem solving skills.
- I have proficiency in marketing automation platform such as; HubSpot, Marketo, Pardot and CRM systems such as; Salesforce, Dynamics 365.
- I have experience with data analysis and reporting tools such as; Google Analytics, Tableau.
- I have excellent communication and collaboration skills.
- I have ability to work independently and as part of a team.
- I have experience with A/B testing and conversion rate optimization.

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## Management in Short

- **Affiliate Program Management:** Led the development and optimization of affiliate marketing strategies, resulting in a 30% annual revenue growth.
- **Google Ads Expertise:** Designed, implemented, and monitored high-performing Google Ads campaigns, achieving superior click-through rates and conversions.
- **Facebook Ads Mastery:** Created targeted Facebook advertising campaigns, leveraging audience insights to increase engagement and drive traffic.
- **Creative Campaigns:** Directed and designed compelling creatives tailored to various demographics, ensuring alignment with brand identity and marketing objectives.
- **Google Display Ads:** Enhanced brand visibility and performance through strategic Google Display Ads, optimizing placements and ad relevance.
- **Pay Per Call:** Successfully executed Pay Per Call campaigns, generating high-quality leads and measurable outcomes for clients.
- **Performance Tracking:** Utilized analytics tools to measure campaign effectiveness, identify areas for improvement, and implement data-driven solutions.
- **Collaboration:** Partnered with cross-functional teams to align marketing strategies with business objectives, maintaining seamless communication with stakeholders.

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# Never Ending Skills

- Affiliate SaaS Program Development Skills With CAKE (Commission Analytics & KPI Engine) and EverFlowClient.
- Business Management Experience since 2018
- Since 2014, I have experience skills on Google Analytics (GA4), Mixpanel, Adobe Analytics, Adobe Customer Journey Analytics, StatCounter, Kissmetrics, Plausible Analytics (2023). Some Used for Web and some for SaaS/Mob Application.
- Team Management on Cross Platform and Understanding
- Digital Advertising (Google Ads, Meta Ads, Snapchat, TikTok ads and X Ads.)
- Creative Design and Campaign Management
- Cloaker Setup with multiple SaaS platforms
- Automation process of multiple programming structures.
- Well knowledge of Python (.py) and Java Script (.js)
- Pay Per Call Marketing on Meta, Google Ads for Black Hat and White Hat Camps.
- Data Analysis and ROI Optimizations with higher CTR and lower CPC and Increase in ROAs
- Strategic Partnership Building with clients.
- Performance Tracking and Reporting with cross analysis data (analytics and ads data)
- Team Collaboration and Leadership skills
- Proficiency In Digital Marketing Tools & Platforms
- Team Leads Ability & Creative Thinking & Ideas via Remote work.
- Excellent Communications with Clients & Decision Making
- History of Successful Camps Running with Results. (Multiple Gads)
- Bing Ads Strategic Advertisement and Investments.
- Black Hat Marketing Expertise Since 2015 with HeatMaps experties
- 4+ Experience in HubSpot, Marketo, Tableau, Dynamic 365 and Salesforce.
- Completing Objectives & Task, Everyday Analysis and Implementing Innovative Ideas.
- Strategic SEO Both Tropical Authority and Backlinks Score such as DA PA.
- Focusing on Tropical Authority SEO and Authority Building.
- Link Pyramid Strategy and PBNs Expertise since 2014.

*To be Noted: All the above Skills/Experience have its own good story, Writing them all will create 20 Page Long PDF, All the mentioned Skills above have positive experience and understanding of using them on our real world business.*

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## Top Marketing SaaS & Software Expertise

- Meta Ads, BM Management, Full BM And Ads Manager Expert (Profitable Campaign OnGoing)
  - Google Ads - Google Analytics - Google Firebase – Adsense - Google Merchant Center.
  - PPC (Pay Per Call)
  - PPC (Pay Per Click)
  - SEM (Search Engine Marketing)
  - AWS (Amazon Web Services)
  - Software/Services (Digital Ocean And Vultr)
  - Nutra, Adult, Tech Industry
  - Facebook Meta Ads
  - Email Marketing
  - Performance Marketing & Growth Marketing
  - Technical Sales
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## Commitments

- Increased affiliate revenue by 50% within two years through innovative strategies and strong relationship management.
- Consistently surpassed KPIs for click-through rates and lead generation across all digital platforms.
- Recognized as "Top Performer" at Rocket Sales Agency for exceptional contributions to client campaigns.
- Company Success and Team Orderly Improvements

## Facebook Meta Ads Expertise

- Experience Profitable Campaign on Nutra Ads with Advotorial LP.
- Experience with Profitable campaign on Personal Loan with proper setup by self made profits (On Going Ads Can show profits on running campaign)
- Using epn and brocards for US facebook billing setup by self!
- Have multiple connections with affiliate managers in abroad.
- Experience with Profitable Camp on CC Submit On Blanks on US and UK Geos, CTC with \$2 and \$4 with PO \$24.
- Have expertise with Cloaker such as Adspect, Traffic Armour, integration with websites.

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## Google Ads Experience

- I am confident on promoting anything over Google Ads, I have an experience on Google ads and Google algorithm since 2016.
- I can bring low CPC for campaigns with keywords manipulation and other advanced SEO format to bring down the CPC of campaign which will make the quality score 10/10.
- I can create proper profit-making campaigns for Arbitrage, Ecommerce, Crypto Ads, Casino Ads. Also, I run Blackhat and Whitehat Ads.
- I can do keyword research for Google ads using multiple tools such as Ahref or Moz, there are lots of tools available, that too free. Also, use of ads Transparency Tool and Trends Tool
- I can integrate GTM or Conversion Tracking Event on Shopify or WordPress to Run Camp for Google shopping ads or Sales Campaign or Lead Conversion or Demand Gen Camp.
- I ran eCommerce for a private company targeted GEO USA and products ticket size \$5000 on average.
- I ran PPC campaigns that's Pay Per Call, had amazing experience and was making profits such as converting CPA offers and ecom products via phone call as that was inbound calls. Also Flight Calls, Home Improvement Calls, and a lot more niches.
- I ran Casino offer in Netherlands for a company we met on Thailand AWS, Had good FTDs by doing Conversion Tracking using postback custom coded URL precisely on Google & Meta.
- I ran Crypto in UK for a company in Estonia, he was providing invoice Grand accs and I was working on Camps creation with all tracking and optimization by myself, so I made him around 90k USD using Google Ads and Meta Ads.

## AWS & Azure Bucket Website Technical

- I have experience on AWS platform making multiple instances as RDPs since 2017.
- I have experience on S3 Platform and CloudFront bucket generating multiple free domains for testing business and profiles for Ads agencies. Creating multiple domains on CloudFront and linking them to hosting S3 buckets.
- I have created multiple virtual machines over EC2 for managing multi profiles for Google Ads and Facebook Ads.
- There are lot of things with AWS I did past these years such as creating Native ads profiles as well.

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## Web Designing & CMS Experience

- I worked with WordPress and Shopify since 2012.
  - I created a bot software with JS and Py as Java Script and Python respectively, the bot purpose was to automatically open a provided link, and with rotating the IP and load the website, fill the forms crawling API linked data from Google Sheet API integration and then solving the image captcha using OpenCV tool. (I did myself)
  - I do custom coding on premade WordPress templates/themes, customized everything and add extra CSS or JS if needed to extend the design.
  - I know how to install websites and every small parts such as linking domains or sub domains with CNAME or A Type for IP locating and pointing.
  - I know to do custom file manager and email setup for websites to not land the emails on spam folders on customers, I want to make separate section for email marketing but that will be another long copywriting.
  - I can do setup for Woo-commerce and template design for clients.
  - I have well knowledge of OpenCV, Php, JS, and HTML5.
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## GMC or Shopping Ads

- I ran GMC as Google Merchant Center with Affiliate CPA offers like Nutra with Shopify landing page.
- I know GMC Insider to help Google Merchant center not to get ruined or suspended.
- I know GMC guidelines on how to run and make profitable GMC eCom for long run and making a brand as well.
- I know how to register the US business and make reseller certificate in the USA and then make companies approach for reselling the products within USA.
- I have experience selling high ticket Ovens, Home Furniture for company Decorbill LLC, that's too brand targeting in US and UK soils, all products costs between \$1,000 to \$10,000 and was making huge profits and a brand value as well.

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## Search Engine Optimization (SEO)

- Worked as the lead website content generator since 2012 on multiple SEO sites on Tech Niches.
  - Worked on SEO for Tech How To Solution Blog, I had blogs such as Gadgetfeatures.com, Cryptoexist.com and Gadgetsay.com, anyone can crawl past data from these website from WayBack Machines.
  - I even sold 1 websites on Flippa, to a Chinese individual for \$5000. Experience on Website Ranking since 2015.
  - Parking Domain and generating SEO traffic. Making Revenue from Google Adsense, Native Ads such as Revcontent and Taboola.
  - Worked on Gadgetsay and made huge profits using SEO, generated sales for GearBest Company located in China.
  - Gadgetfeature is one of the best website so far performed excellent with search organic traffic with 1st Tier Countries.
  - I ran eCommerce website and got ranked on SERP, product was from workmanship.in as for investigation, one can use WayBack Machine on this domain between 2018-2022.
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## References

*Available upon request.*

*All The Above Mentioned is True and Legit,– The Adventurous Journey.*

### **Signature**

*Mantosh Pal*