



ANIKET SHRIVASTAVA

Digital Marketing Manager

My Contact

- 📍 Janakpuri, Delhi, India
- ✉ Aniketshrivastav911@gmail.com
- ✉ aniket@gigza.in
- 📞 972-154-3769
- 🌐 linkedin.com/in/aniket911
- 📁 portfolio.gigza.in

Hard Skill

- Performance & CPA Marketing
- **Building Bug-Free Sites (AI)**
- Affiliate Tracking Systems
- Paid Ads Management (Meta, Google)
- SEO Audits & Diagnostics
- Automated Brevo Workflows
- AI Automated Prompt Engineering

Soft Skill

- Problem Solving & Fast Execution
- Clear & Direct Communication
- Analytical & Data-Driven Mindset
- Vendor Relations Management
- Multi-tasking & Operations Control

Education Background

- **IGNOU**
BAMSME
Pursuing
- **CSJM University, Kanpur**
Bachelor of Computer Application
Completed in 2020
- **Senior Secondary School**
Standard XII Education
Completed in 2017

Independent Execution

- **AI Web Building:** Deployed perfect, bug-free sites using **AI tools (Lovable, Bolt.new, v0, Cursor)**.
- **Search Analytics:** Conducted traffic diagnostics via GA4 & Keyword Planner.
- **Link Attribution:** Managed redirection rules and clicks using Bitly.

About Me

Hi, I'm Aniket! I bridge the gap between digital marketing strategy and web technology. Instead of just running ads, **I build perfect, bug-free websites using modern AI tools**, optimize search engine visibility, and scale massive performance affiliate networks. I love turning complex marketing challenges into simple, automated systems that drive actual business growth.

Professional Experience

Oralfish International

2023 - Present

Digital Marketing Manager

Key responsibilities:

- Manage cross-border marketing campaigns and direct high-volume CPA affiliate networks.
- Optimize paid acquisition performance and target campaign ROIs inside **Meta Ads Manager** and **Google Ads**.
- Set up conversion auditing pipelines utilizing affiliate platforms **Offer18**, **Trackier**, **Affise**, and **AppsFlyer**.
- Design and scale high-conversion email marketing flows and automated lifecycle workflows in **Brevo**.
- Auditing performance acquisition channels and compliance metrics (Oralfish Profile: linkedin.com/in/aniketoralfish).

CluckitSolution

2022 - 2023

Digital Marketing Executive

Key responsibilities:

- Strategized search visibility and multi-channel digital growth campaigns for international USA-based B2B/B2C client accounts.
- Managed search diagnostics and search rankings utilizing **Google Search Console**, **SEMrush**, **Yoast SEO**, and **Rank Math**.

Jan Sikshan Sansthan

2022 - 2023

Assistant Computer Operator Trainer

Key responsibilities:

- Taught digital operation basics, database management, and productive PC workflows to vocational trainees.
- Assisted students with hands-on, practical database laboratory assignments and digital literacy.

Ventures Founded

Founded Gigza (gigza.in) — Apr 2026 – Present

Successfully built, engineered, and launched **Gigza.in** (a mobile task-based gig earning application live on the Google Play Store, utilizing **AppsFlyer** and hosted on **MilesWeb**).

Founded Anisocorp.com — Nov 2025 – Present

Successfully built, designed, and launched **Anisocorp.com** (a premium corporate fintech and startup digital web presence showcasing conversion optimized structures).