

# UDIT MAURYA

Digital Marketing Manager – iGaming Industry

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## Professional Summary

Versatile iGaming Digital Marketer with 5+ years of expertise in SEO, PPC, influencer marketing, social media marketing, content marketing, affiliate marketing, campaign management, and ORM. Experienced in scaling blogs, affiliate websites, and adult tube sites using both whitehat and short-term SEO strategies. Achievements include 150M+ Quora impressions, 2,000+ FTD conversions at OlympiaBet, 1,500+ signups per month from PPC and Google Ads campaigns, and 500+ FTDs in a single influencer campaign. Skilled in conversion optimization, performance marketing, ROI reporting, user acquisition, and lead generation with hands-on expertise in tools like Semrush, Ahrefs, WordPress, Salesforce CRM, and BetConstruct CRM.

## Certifications

- Advanced Digital Marketing Program – Google Ads (Search, Display, Video)
- Google Ads Fundamentals
- Project Management – Google (Coursera)
- Cybersecurity – IIT Delhi
- Advance Digital Marketing – Delhi School of Internet Marketing

## Work Experience

**DMR Elite (UspekhTech) – Social Media Manager (Remote) - Full Time | (Zetto India, Club4 India, Power88, Six666)**

**April 2025 – October 2025 | DMCC, Dubai, UAE**

- Managed social media for 4 brands with a combined total monthly marketing budget of \$132K (\$30K per brand for influencer campaigns and \$3K for social boosting).
- Planned and executed weekly content calendars across Instagram, Facebook, YouTube, Telegram, and WhatsApp.
- Spearheaded viral campaigns including a logo promotion (136M+ views) and meme marketing (5M+ views), increasing brand visibility and traffic acquisition.
- Collaborated with 200+ UGC creators and 14+ influencers monthly, generating 46M+ impressions and boosting conversions.
- Scaled communities from 0 to 3.8K+ followers in 2 months while maintaining engagement at 0.36%.

- Consistently delivered 15–20 FTD conversions monthly, generating \$5,000+ in revenue, while improving CPA and CPFTD.
- Produced detailed monthly reports consolidating 10M+ impressions, traffic growth, conversions, ROI insights, lead generation data, and KPI tracking to support strategic decision-making.
- Coordinated with agencies (Valueleaf, DR5, Blackgate, BlissMedia, RiseXmedia) for campaign execution.
- Supported lead nurturing in telemarketing, improving lead-to-customer conversion rate by 20%.

**ESPE International Ltd (OlympiaBet) – Influencer Marketing Executive (Remote) - Full Time**  
**August 2022 – December 2024 | London, United Kingdom**

- Managed an influencer marketing budget of \$56K, achieving 36M+ views across campaigns. Coordinated with 1900+ UGC creators, 100 Tier 2 Instagram influencers, 10 celebrities, and a total of 400 YouTubers (300 with 100K subs and 100 with 2M+ subs).
- Delivered reels, stories, and integrated videos resulting in 2,000+ FTD conversions, strong user acquisition, and measurable ROI growth.
- Conducted competitor research with HypeAuditor, Modash, and SocialBlade to improve engagement and KPIs.
- Managed and optimized 21 iGaming affiliate websites, generating 80K+ monthly visitors via SEO and design improvements.
- Negotiated affiliate partnerships (rev share, FTDs, hybrid models) that increased monthly revenue.
- Led and trained a 12-member sales team, exceeding monthly lead generation KPIs, strengthening overall lead generation outcomes, and improving user acquisition funnels.
- Planned and executed PPC and performance marketing campaigns, achieving an average 2.5% CTR, 18% conversion uplift, and a 25% ROI boost.
- Oversaw CRM operations (BetConstruct, Smartflo, CloudTalk) and managed payment integrations.
- Streamlined communications with WhatsApp/SMS and PR campaigns to maintain engagement and acquisition.

**Akkha Casino – Digital Marketing Specialist (Remote) - Freelance**  
**July 2021 – June 2022**

- Managed social media with a budget of \$500/mo
- Delivered SEO growth for 5+ casino blogs and affiliate websites, achieving 45,000+ organic visitors within 3 months.
- Conducted keyword research, competitor benchmarking, content marketing, and performance marketing using Semrush, Moz, SimilarWeb, and VidIQ.

- Built a strong link-building and backlinks strategy with guest posts, profiles, articles, images to boost rankings.
- Designed and optimized landing pages in WordPress for Facebook and Google Ads campaigns.
- Achieved 100+ monthly signups, 12 FTD conversions, and improved ROI by 20% through SEO and campaign management.

**SoftConstruct – SEO & Quora Marketing Specialist (Remote) - Freelance (Vbet10/ Vbet India)**  
**October 2021 – April 2022**

- Managed SEO campaigns for affiliate blogs and casino-focused sites, improving traffic and conversions.
- Executed Quora marketing, generating 150M+ impressions, 100+ FTD conversions monthly, and \$200 in monthly revenue.
- Ran ORM campaigns on Trustpilot, achieving a 4.5+ rating, improving brand reputation, supporting user acquisition campaigns, and strengthening campaign management.
- Created SEO-optimized blogs, landing pages, and content assets for affiliate campaigns, improving backlinks and traffic acquisition.
- Executed UGC influencer campaigns with 100 creators on a ₹5 Lakh budget, generating 1.5M+ views and 20+ FTD conversions

**Winbo Holdings FZ LLC – Digital Marketing Intern / Specialist (Remote) – Freelance**  
**(RP777.com – Royal Palace, BetJeet)**  
**January 2020 – March 2021 | Ras Al Khaimah, UAE**

- Executed 360° digital marketing across iGaming brands, blogs, affiliate websites, and adult tube sites.
- Managed SEO for 18+ projects, implementing content marketing, analytics, and link-building strategies.
- Ran PPC popup and banner ad campaigns on Adsterra, ExoClick, and JuicyAds, targeting XVideos, XNXX, and XHamster, with a \$10K monthly budget. Generated 1,500+ monthly signups, 120+ FTD conversions, and \$14K in deposits with a 1.37% CTR and 8% FTD rate.
- Delivered 500+ FTD conversions in a single influencer campaign for BetJeet.
- Built backlinks and executed campaign management that boosted rankings and traffic acquisition.
- Managed influencer campaigns with Bollywood celebrities (Meisha Iyer, Devoleena, Shamita Shetty) and Tier 1/Tier 2 gaming creators.
- Oversaw Google Ads campaign farming, A/B testing, analytics, and ROI reporting.
- Executed traffic exchange campaigns via PlugRush, TraffDAQ, and LinkSpun.
- Built and managed 1000+ auto-generated blogs (splogs).
- Utilized GSA Search Engine Ranker for short-term SEO growth (churn-and-burn) and second-tier link pushing, generating 50K+ backlinks per project.

## Education

- **BBA (Marketing)**, Chandigarh University – 2025 (1st Division) | Specialized in Marketing
- **AISSCE (Science)**, KV Sector 8, R.K. Puram – 2019 (60.2%)
- **AISSE**, KV Sector 8, R.K. Puram – 2016 (7.6 CGPA)

## Skills

- **Core Skills:** SEO (Blogs, Affiliate Sites, Adult Tube Sites), Influencer Marketing, Social Media Marketing, PPC Advertising, ORM, Content Marketing, Campaign Management, Conversion Optimization, Traffic Acquisition, User Acquisition, Lead Generation, ROI Reporting
- **Tools:** SEO & Analytics (Semrush, Ahrefs, Google Analytics, Search Console, Hotjar) | CRM (Salesforce, BetConstruct, Smartflo, CloudTalk, HubSpot) | Project Management (Asana, Jira, Monday.com, Trello) | Content & Design (WordPress, Canva, Jasper AI, ChatGPT, Copy.ai) | Google Ads | Content Marketing Tools | Campaign Management Platforms

## Portfolio & Projects

- **WordPress Web Design:** <https://casinokeeda.com>
- **Social Media:**  
<https://www.instagram.com/power88official/>  
<https://www.instagram.com/power88india/>  
<https://www.instagram.com/zettoindia/>  
<https://www.instagram.com/club4official/>  
<https://www.instagram.com/akkhacasinoofficial/>  
[https://www.instagram.com/olympiabet\\_ind/](https://www.instagram.com/olympiabet_ind/)
- **ORM:** <https://www.trustpilot.com/review/www.vbet10.com>
- **Influencer Collab:**  
[https://www.instagram.com/reel/DJWPnMjTHC0/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/DJWPnMjTHC0/?utm_source=ig_web_copy_link)