



MANUJ BAJAJ

Business Marketing Coach | Profit Coach | AdWords Certified | Experienced Digital Marketer | Speaker | Authored 26 books

Manuj Bajaj is a business growth strategist, online marketing consultant, author, speaker and digital marketing coach. He's been a trusted adviser and business growth strategist to businesses from the SMB level all the way up to large enterprises. He has been exceptionally successful at what he does for others and as a result has produced dozens of success stories. He has turned-around businesses that were total disaster and loss making to profitable ones.

He has an incredible wealth and depth of knowledge that is mostly derived from first-hand experience while working in different industries. 23+ years of experience in various verticals at multiple positions. Has helped over 4500 businesses grow their profits anywhere between 17% to over 2000% Training Partner for Microsoft and Google India. AdWords Masterclass Trainer for Google.

Degree in Electrical Engineering from Delhi College of Engineering (DCE). Conducts workshop "Profit Explosion Mastery - Digital Marketing for Business Owners" Marketing specialties: PPC (holds three certifications from Google on AdWords), Conversion Optimization, Analytics, Email, Content Strategy, Social Media Strategy, etc. Invited by IITs and IIMs as the industry expert.

Authored 26 books and sold 450,000+ copies in 13 countries in 2 languages. Books available on Amazon, Flipkart, SnapDeal, Fishpond (Australia), Book Depository (UK), MightyApe (Australia), MightyApe (New Zealand), HuntBee, ScholarKart, BookAdda etc. Worked with large enterprises and corporations, including Fortune 50 and 100 companies like Microsoft, Google and others like Accenture, Phillips, SAP, EY (Earnst and Young), Times internet, Swarovski, Penguin Random House, Bajaj Financial Services (Bajaj FinServ), Motorola, Dabur, Hexaware, SBI Cards, Tata Motors, Aditya Birla Group, etc. and helped them reach their Business Goals and Objectives.

GreyBox Technologies CEO, Founder Partner, Online Business Growth Consultant April 2009 - Present (11 years 6 months) Online Business Growth Consulting covering: Audience development and growth for online properties. Growth Performance improvement (conversion optimization CRO) User testing and visitor behavior modelling and analysis. Data driven decisions using the power of web Analytics .

Strategic Online Consulting, including online sales strategy development. * Online business and marketing consulting * Social Media Strategy Have expertise in - Online market research - Analytics and performance measuring - Understanding and exploiting online business opportunities with innovative problem solving - Setting up online businesses around existing opportunities and discovering new ones.

Some of the projects where we produced phenomenal results and went beyond expectations. Grafix Director December 1999 - Present (20 years 10 months) i-Links 'n' Grafix Pvt. Ltd. established in 1999 with over 12 years of experience, expertise and specializes in: - Children Books Design - Art and Illustration Design for children books General Books Design that includes Annual report design - Newsletter design and publishing - Academic Books Design (College book design, Reports design etc.) Non-Academic Books (booklets, catalogues, brochures) - eBooks - online publishing - Medical and Technical Books Design Has worked with a wide cross section of Indian publishers.

Clients include - Encyclopedia Britannica - Oxford University Press, London - Oxford University Press, India - Tata McGraw Hill - Amity University Press - Routeledge, India - Taylor and Francis, India - Orient Longman (now Black Swan) - Creative Educational Aids - Dreamland Publications - Frank Brothers - Frank Educational Aids - SCERT, Delhi - Pepsi Co, - etc. dcm data systems marketing 1996 - 1999 (3 years) Education Delhi College of Engineering Page 3 of 4 BE, Electrical · (1992 - 1996) Ludlow Castle No-2 · (1982 - 1991)