

MAYANK AGARWALA

FOUNDER, AMNICENT · CTO, AIMERS INTERNATIONAL · PAID MEDIA & MARKETING AUTOMATION
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SUMMARY

Founder of a marketing-automation studio and CTO of an international IGCSE/IB tutoring academy, alongside a BBA at 9.03/10. Runs growth end to end — paid media, SEO and the engineering underneath both. Scaled a consumer app from 100 to 10,000+ installs, generated 1,000+ qualified leads through Google and Meta campaigns, and built Python tooling on the Meta Marketing API that launches and reports on campaigns without manual setup.

EDUCATION

BBA, Business Administration | **Jain Center for Management Studies** *Bengaluru* 2024 – 2027 (expected)
Cumulative CGPA: 9.03 / 10 · Sem 1: 8.95 · Sem 2: 9.00 · Sem 3: 9.15 · Sem 4: 9.00
Class XII — 90% | Class X — 90% | St. Mary's School *West Bengal* 2022 – 2024

EXPERIENCE

Founder | **AMNICENT** *Marketing automation studio* 2024 – Present

- Manage Meta and Google Ads, organic social and React/Next.js client sites across real estate, EdTech and software.
- Built a **Python toolkit on the Meta Marketing API** that builds campaigns, ad sets, audiences and creatives programmatically, cutting build time from hours to minutes.
- Engineered **autonomous content engines** that render, de-duplicate and publish daily social posts on schedule, with pre-publish checks that stop off-brand or duplicate posts going live.

Chief Technology Officer | **Aimers International** *IB / IGCSE tutoring academy* 2024 – Present

- Own the academy's technology and growth stack — website, marketing automation and paid acquisition across two countries.
- Generated **1,000+ qualified leads** for IB tutoring services through Google and Meta advertising campaigns.
- Built and launched a **two-country paid social campaign (Singapore + Indonesia)** — 12 creatives, 2 audience sets, localised copy and automated daily reporting.
- Analysed campaign data in Python to cut cost per lead; rebuilt the website with on-page SEO and produced course promo videos in DaVinci Resolve.

Brand Growth & Strategy Intern | **Skilign** *Skills & placement platform* 2026 – Present

- Grew the company LinkedIn page with consistent content and ran on-page and technical SEO for the website.
- Sourced and onboarded **colleges and hiring partners**, converting cold outreach into platform sign-ups and revenue.
- Delivered a competitor pricing analysis across six market bands that informed go-to-market pricing.

Marketing & Brand Growth Intern | **SuffAI** 2024 – 2025

- Scaled app downloads from **100 to 10,000+** via paid Meta and Google Ads plus on-ground activation at student accommodations.
- Ran hiring end to end — listed roles on Internshala and Unstoppable, screened candidates, shortened time-to-shortlist.

Finance & Operations Assistant | **Family Trading Business** 2022 – 2023

- Handled accounting, budgeting and daily operations; streamlined finance and HR processes to speed up routine work.

Founder | **Night Bat Skating Academy** 2022 – 2023

- Founded a local skating academy and grew it to **10+ regular students** through outreach; designed age-tiered training programmes and ran community events.

SELECTED PROJECTS

- **Chronvex (in progress)** — AI automation startup building agents that run business workflows on webhooks, LLM APIs and no-code orchestration.
- **Personal Operations Dashboard** — Full-stack Next.js app on an Apps Script backend tracking study, business and financial metrics; offline capture, installable PWA, live workflow monitoring.
- **Interactive Courseware** — White-label financial-literacy modules for schools — browser lessons plus the matching teacher deck from one content source.

SKILLS

Paid Media Meta Ads Manager, Google Ads, campaign structure, audience research, creative testing, budget pacing, reporting

Marketing SEO (on-page & technical), content strategy, social media growth, lead generation, B2B outreach, copywriting

Technical Python, Meta Marketing API, REST APIs & webhooks, n8n, GitHub Actions, prompt engineering, HTML, C++ / Java

Tools Advanced Excel, PowerPoint, Word, Tally, DaVinci Resolve

ACHIEVEMENTS & CERTIFICATIONS

- **Best Speaker Award**, Toastmasters Club — delivered multiple competitive speeches.
- Held a **9.0+ CGPA across all four semesters** to date; grew an Instagram page to **2,000+ followers** through organic content marketing.
- Certifications: Stock Market Proficiency (Zerodha Varsity) · Excel & PowerPoint (Udemy) · Video Editing, DaVinci Resolve.

Languages: English, Hindi, Bengali **Interests:** Chess, Boxing, Reading **Typing:** 90+ WPM