SMIT MAKWANA

Head of Delivery | Agency General Manager

Vadodara, India | +91 8849 003 707 | smitmak764@gmail.com | smitmakwana.com

PROFESSIONAL SUMMARY

General Manager at a UAE digital marketing agency, leading client delivery across paid ads, creative, web, CRM and social. 15+ people report to me, and I have handled 30+ client accounts at TDS. I keep projects on schedule, step in when a role is empty, and show clients what their ad spend brought back. Open to remote roles and relocation; 30-day notice.

SELECTED RESULTS

- Took over 37 unfinished tasks across 7 clients when the paid ads lead left in Sep 2026, and got delayed launches moving. One client's ads then returned 3.63x in their first full month (AED 13,152 in sales from AED 3,628 of ad spend).
- A Dubai sports academy's Meta ads returned 4.35x in Sep 2026: AED 22,772 in sales from AED 5,230 of ad spend, with 141 leads and 11 new customers.
- Set up an early-warning system for client complaints across 21 active clients, with same-day alerts and a weekly view of which accounts, and how much fee income, are at risk.

Sales figures are the deal values recorded by each client's own sales team.

CORE SKILLS

Client delivery and account management; team leadership and coaching; project planning and deadlines; client onboarding; quality checks on creative and landing pages; client retention and escalation; process documentation; Meta and Google Ads; CRM setup and automation (GoHighLevel); sales and marketing reporting

PROFESSIONAL EXPERIENCE

TDS Group (UAE digital marketing agency)

General Manager | May 2026 - Present

Previously: Marketing Operations | Jul 2025 - Apr 2026

- Oversee operations, sales and internal quality for the agency, with 15+ people reporting to me.
- Run every client project from onboarding to launch and beyond, across paid ads, creative, web, SEO, CRM, social and video. Assign work and deadlines in Asana and remove whatever is holding a launch up, such as missing access or late approvals.
- When the paid ads lead left, listed every unfinished task, gave each one a new owner, and did the paid ads and CRM work myself where no one else could.
- Built a client complaint tracker that records every complaint, flags repeat problems and shows the founders which accounts are at risk each week.
- Replaced six spreadsheets with one weekly report for five departments, so the founder sees results, open decisions and unhappy clients before the Monday meeting.
- Built reporting that follows each client's ad spend through to qualified leads, new customers and sales value, using Meta, Google and CRM data.
- Built a tracker that shows what creative work each client is still owed, so nothing promised gets missed; used by the account manager.
- Write the team's onboarding and launch checklists, review creative and landing pages before clients see them, set up CRM pipelines and automations in GoHighLevel, and write Meta ad copy and creative briefs.
- Take budget decisions to the founders with clear options, and fixed a private-charter client's sales follow-up by training both their team and ours.

Inter-Continental Trading USA Inc

Digital Marketing Manager | Nov 2024 - Jun 2025

- Rebuilt Bulk-Price.com in 15 days: site structure, mobile experience, messaging and product pages.
- Ran Google Search, Display and Performance Max campaigns and Mailchimp email automation, then trained a customer-success colleague so the work could stay in-house.

ChemRecs Recruitment

Freelance Marketing Assistant (contract) | Sep 2024 - Nov 2024

- Researched the UK B2B recruitment market, wrote search-friendly website copy and a mobile-first redesign plan, and set up LinkedIn outreach to decision makers.

Linescripts Software Pvt Ltd

Marketing Manager | Jun 2022 - Jul 2024

- Led marketing, websites and campaigns for US media and travel brands, working with design, video and content teams.
- Secured and managed a Google Ad Grants allocation of up to USD 10,000 a month, with the supporting website and search campaigns.
- Designed an Asana workflow that sends each task to the right department; the project manager adopted it, so cross-team progress and delays became visible.
- Co-created Unapologetic Queer and led its creative and digital direction; built and maintained HappeningOut.travel.

Wings Operations and Technologies India Pvt Ltd

Digital Marketing Manager | Oct 2021 - Apr 2022

- Led digital marketing for multiple clients across content, email, display ads, social, and landing-page and creative testing.

B2B APPS Solutions Pvt Ltd

Growth Marketing Strategist, SaaS/Healthcare Product (US) | Nov 2020 - Oct 2021

- Ran email, display, content and social campaigns for a US software product in healthcare, using website analytics to decide what to improve.

Super Component Pvt Ltd

E-Commerce and Digital Strategist, UK Market | Nov 2018 - Nov 2020

- Managed eBay UK ecommerce operations through Linnworks, including inventory, quality control and customer engagement.

BBS Interior

Design and Operations Lead | 2012 - 2017

- Managed reporting, attendance, administration and finance, and supervised junior staff.

EDUCATION

Bachelor of Business Administration | Dr. C.V. Raman University, India | 2015

CERTIFICATIONS

AI-Powered Performance Ads (May 2025); Google Analytics (Dec 2024); From Likes to Leads (Aug 2024); Attract and Engage Customers with Digital Marketing (Jul 2024); Foundations of Digital Marketing and E-commerce (Jun 2024)

TOOLS AND LANGUAGES

Asana, Slack, Google Sheets, GoHighLevel, Pipedrive, Meta Ads Manager, Google Ads, GA4, Google Tag Manager, Mailchimp, WordPress, Shopify, Canva and Claude. English and Hindi.