

MAYANK K. DWIVEDI

Digital Marketing, AI & Marketing Automation
Trainer • Consultant • Program Architect

FOUNDER & CHIEF CONSULTANT | IILD SERVICES

Building capable teams - from marketing fundamentals to AI workflows

18+

years across media,
advertising & digital

9,000+

learners trained
across formats

20+

corporate clients
and institutions

A practice-led portfolio spanning performance marketing, digital analytics, SEO, content, advertising platforms, AI assistants, agentic workflows and automation - designed for corporate teams, working professionals and higher-education learners.

IILD SERVICES

Vaishali, Ghaziabad • mayank@iild.co.in • +91 88518 14799 • iild.in



PROFILE

A marketer who teaches the full system

Mayank K. Dwivedi combines 18+ years of professional experience with hands-on consulting and training. His background spans media sales, advertising, partnerships and market development, followed by seven-plus years focused on digital marketing, analytics and capability building.

His strength is connecting business objectives with practical implementation: the brief, funnel, content, media, measurement, reporting and the AI-enabled workflows that now sit across them.

PROFESSIONAL JOURNEY

MEDIA & ADVERTISING	DIGITAL CONSULTING	TRAINING & ENABLEMENT
TV Today Network Mathrubhumi Television Amagi Media Labs	Zenparent.in AskMeBazaar IILD Services	Corporates Institutions Global professional cohorts

WORKING PHILOSOPHY

1 Business first

Tools are selected only after the business problem, audience and success metric are clear.

2 Practice over demonstration

Learners build plans, campaigns, tracking frameworks, dashboards and workflows - not just watch tool tours.

3 Measurement by design

GA4, GTM, first-party signals and reporting discipline are treated as core marketing infrastructure.

From channel knowledge to connected marketing operations

Programs can be configured for strategic leaders, internal marketing teams, execution specialists, management trainees or college cohorts. Depth is adjusted without diluting the underlying logic.

1 Performance Marketing

Funnels, objectives, media planning, Google Ads, Meta Ads, LinkedIn Ads, lead quality, attribution and ROI logic.

2 Analytics & Tracking

GA4, Google Tag Manager, Data Layer, events, conversions, UTM governance, dashboards and first-party measurement.

3 SEO, AEO & GEO

Technical and content SEO, schema, answer-engine readiness, AI visibility, crawler access and evidence-led content design.

4 Content & Social

Audience research, positioning, calendars, creative briefs, platform strategy, engagement and performance feedback loops.

5 AI for Marketing

Prompt systems, research, campaign planning, content development, analysis and reusable assistants across leading AI platforms.

6 Automation & Agents

Triggers, actions, conditions, approvals, error handling, webhooks and connected workflows using n8n and Zapier.

Tool ecosystem used in demonstrations and applied work

ChatGPT & Custom GPTs • Claude & Skills • Gemini & Gems • NotebookLM • Microsoft Copilot • Google AI Studio • n8n • Zapier • GA4 • GTM • Google Ads • Meta Ads • LinkedIn Ads • SEMrush • Microsoft Clarity • WordPress

AI is integrated into the work - not presented as a novelty

The focus is on repeatable, governed workflows. Participants learn where AI adds leverage, what data must be supplied, where human approval is mandatory, and how to handle incomplete or failed execution.

01

Design

Map the objective, inputs, outputs, owners, checkpoints and measurable success criteria.

02

Build

Create reusable prompts, assistants, agent instructions and workflow logic for real marketing tasks.

03

Connect

Use forms, APIs, webhooks, WordPress and marketing platforms to move data and trigger action.

04

Govern

Add human approvals, access boundaries, quality checks, error handling and recovery paths.

REPRESENTATIVE WORKFLOWS

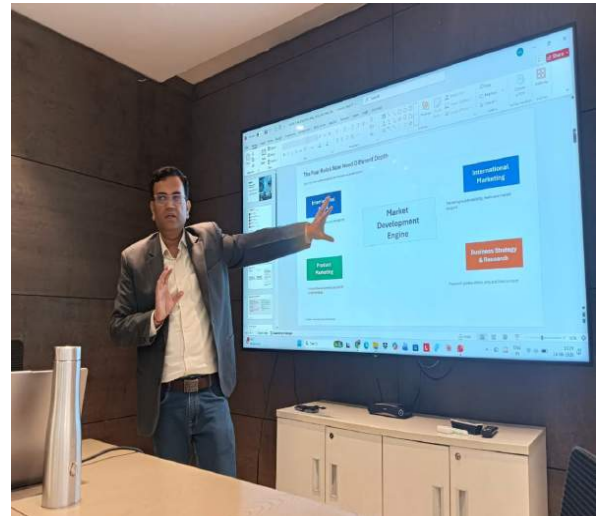
SEO brief → AI draft → quality review → WordPress publishing • Lead form → qualification → email response • Campaign data → analysis → management summary • CTA audit → GTM event plan → GA4 reporting

FLAGSHIP CAPABILITY PROGRAM

International Tractors Ltd.

20-DAY MANAGEMENT TRAINEE PROGRAM

An intensive, practice-led program for the next generation of international business talent, connecting core marketing, tractor-market understanding, research, route-to-market, dealer development, sales enablement and digital demand generation.



ITC Infotech

Four-day advanced program on GA4 and Google Tag Manager, including measurement planning and implementation logic.

Times Network

Corporate capability building in GA4 and GTM for stronger measurement, reporting and decision-making.

Jubilant FoodWorks - Hong's Kitchen

Applied digital marketing learning aligned to a live consumer brand and business context.

Sonalika / SSDS

Multi-session development across social media, paid media, analytics, content and AI-enabled marketing tools.

CISCO

Multiple programs covering SEO, paid media, analytics and digital marketing capability building.

Other selected teams

Hexaware, Jindal Stainless, Synchrony, Kolte-Patil, Option Design, Redington Dubai, ND Spices and others.



From market understanding to international demand generation

Management trainees • 20 days • practice, evaluation and final presentations

PROGRAM ARCHITECTURE

MARKET & CUSTOMER

Tractor-market context, research sources, country insights, competitor mapping, personas and differentiated value propositions.

ROUTE TO MARKET

Importer, distributor and dealer structures; dealer discovery; pitch development; objection handling and channel enablement.

DIGITAL DEMAND

International strategy, LinkedIn, competitive scanning, SEO/AEO/GEO, Meta Ads, Google Ads and lead management.

COMMERCIAL READINESS

Sales communication, dealer retention, reporting and exposure to international trade and commercial concepts.

LEARNING PORTFOLIO

Industry-ready learning, built around applied practice

Programs span foundational digital marketing, performance marketing, analytics, content, website planning, AI fluency and automation. Assignments, live tools, projects and viva-based evaluation are used to move learners beyond superficial tool familiarity.



PIET, Panipat

Long-format BBA digital marketing engagement plus an AI Skills for Future Managers workshop covering practical use across management functions.

ACEM, Faridabad

Performance Marketing with AI Tools & Analytics - a structured three-month program prepared for the August 2026 cohort.

NIIT

Job-oriented programs in website planning, digital media, analytics and applied implementation for learner cohorts.

Simplilearn

Global professional batches across SEO, PPC, analytics, content and AI-powered digital marketing, including university-linked cohorts.

Delhi University colleges

Workshops and training engagements with Hansraj College, Ram Lal Anand College and DCAC-linked learner groups.

Other institutions

Mewar Institute, Lloyd Business School, IMT Ghaziabad, DIDM and other professional learning environments.

Training content is informed by live marketing problems

Selected consulting work spans lead generation, SEO, paid media, e-commerce, healthcare, education, hospitality, real estate, financial services and B2B technology. This practical exposure keeps programs anchored in operational constraints and measurable outcomes.

HEALTHCARE & HEALTH-TECH

IMDSL, AnyTimeDoc, Trove Health and international health-sector assignments.

EDUCATION & LEARNING

DQ Learning, training brands and cohort-based program strategy.

INTERNATIONAL & B2B

Diya's Apparels (UK), Operable (US), MyHomeMortgage (Canada), LetsChat24x7 (Canada).

CONSUMER & LOCAL BUSINESS

Dilli Handi, PestEdge, Wisholic, WyneMe and order/lead-generation assignments.

TYPICAL CONSULTING SCOPE

STRATEGY	ACQUISITION	MEASUREMENT	ENABLEMENT
Positioning Audience & funnel Channel plan	SEO / AEO / GEO Paid campaigns Lead generation	GA4 & GTM Conversion signals Dashboards	Team training Playbooks Review systems

Positioning advantage: Mayank does not teach from a static syllabus. Programs are built from the intersection of business strategy, current platform practice, analytics discipline and real implementation experience.

Build capability that survives beyond the workshop.

Customized corporate programs • College and cohort learning • Marketing analytics • AI enablement • Workflow and automation consulting



ENGAGEMENT FORMATS

Workshops • Multi-day programs • Long-format cohorts • Advisory • Team enablement

Mayank K. Dwivedi

Founder & Chief Consultant, IILD Services

CONNECT

mayank@iild.co.in

+91 88518 14799

iild.in

UG CS-34, Ansal Plaza, Vaishali, Ghaziabad