AJAY GARG

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SUMMARY

Founder and CEO of MAWD Agency with 17 years in digital marketing and 28 years in technology. Managing $500K+ in monthly ad spend at peak and $10M+ in Google Ads since 2025 across 30+ active accounts for three agency partnerships. Building AI-integrated marketing operations using Claude Code and Gemini to automate campaign analysis, client intelligence, and reporting. Google Partner. UC Irvine Computer Science graduate.

EXPERIENCE

Founder & CEO

2009 - Present

MAWD Agency, Inc., Roseville, CA (Remote/Hybrid)

- Founded and scaled a full-service digital marketing agency to 30+ active PPC accounts across three agency partnerships (MAWD Agency, Kern & Lead, Local Management), managing $500K+ in monthly ad spend at peak and $10M+ in Google Ads since 2025 (largest single account about $199K/month)
- Reduced cost-per-lead by 40-60% for local service businesses (auto repair, auto glass, landscaping) through search term optimization, negative keyword management, and location targeting fixes
- Grew a Bay Area auto body shop from zero online leads to 180+ monthly clicks at $4.16 CPA, competing against 10+ body shops within 1 mile
- Managed B2B corporate gifting campaigns driving $300-500/day in qualified demo bookings for HR and People Ops decision-makers at 500-1000 employee companies
- Delivered 28.15% conversion rate for a signage company (6x industry average) at $12.85 CPA vs $90.92 industry benchmark
- Built and managed Google Ads for 15+ law firm campaigns across personal injury, family law, auto fraud, and employment litigation verticals
- Recovered underperforming accounts by identifying tracking failures: one client had 18 months of zero trackable results due to missing Google Ads tags, Meta Pixel, and CallRail
- Onboarded and managed PPC for clients ranging from $500/month local businesses to $50K+/month enterprise e-commerce brands across supplements, beauty, and lifestyle verticals
- Building a proprietary AI-powered agency operating system using Claude Code and Gemini: automates campaign analysis, client intelligence scoring, task routing, and reporting across all accounts
- Grew LinkedIn newsletter "How to Increase Leads & Sales" to 2,200+ subscribers with 28% open rate; 5,300+ impressions in first 48 hours of relaunch

PPC & Analytics Director

2010 - Present

Kern & Lead LLC, New York, NY (Remote)

- Direct Google Ads, YouTube, Bing, LinkedIn, and Meta campaigns for a B2B corporate gifting platform
- Manage $150+/day LinkedIn campaign portfolio across 4 campaigns with engagement CTRs of 6-9%
- Coordinate with internal marketing team on campaign architecture, MQL framework, and conversion tracking via HubSpot
- Oversee Google Ads accounts for restaurant clients

Data Director, Executive Board *2022 - Present*

Assuaged Foundation, Nonprofit (Remote)

- Google Ads Grant management, GA4 analytics, SEO research, and database architecture
- Building AI co-pilots and UI/UX interfaces using Figma, Canva, and Python data tools

Senior Enterprise IDOL Expert / Sr. Technical Support Engineer *2010 - 2012*

Capax Global (Hitachi Group), Servicing Autonomy/HP

- Tier 3 support for HP Autonomy IDOL enterprise search platform across global clients
- Architecture planning, distributed systems, SQL/Oracle databases, indexing, and production issue resolution

Director of IT / Senior Programmer / SQL DBA *2007 - 2010*

US Merchant Systems

- Led IT projects, database development, and financial reporting for C-suite executives
- .NET (C#), ASP, SQL Server 2005, VBA, JavaScript, HTML/CSS

CIO / CMO, TheMusicAge.com *2007 - 2011*

Self-founded Social Networking Platform

- Built and marketed a social networking platform generating 75,000+ daily organic visits from Google for 1 year
- Full-stack: PHP/MySQL, JavaScript, HTML/CSS, Apache, Linux, video streaming

Technical Support Engineer / Enterprise Search Expert *2005 - 2007*

Autonomy, Inc.

- Closed highest number of support tickets across US & Europe team
- Traveled to Europe to train team of 15 on IDOL software architecture

SKILLS

Google Ads | Meta Ads | LinkedIn Ads | Bing Ads | Amazon Ads | SEO / AEO / GEO | Google Analytics 4 | Google Tag Manager | HubSpot | Shopify | WordPress | Claude Code / AI | Gemini | Python / SQL | HTML5 / CSS3 | Figma / Canva | CallRail | Salesforce / Netsuite

EDUCATION

University of California, Irvine *2002 - 2005*

B.S., Information & Computer Science, completed in 3 years
Dean's Honor List (Winter/Spring 2003, Fall 2004)

CERTIFICATIONS & PARTNERSHIPS

- Google Partner, MAWD Agency, Inc.
- Google Ads Certifications (Search, Display, Shopping)
- Yelp Agency Partner Program

LANGUAGES

English (Native) | Hindi (Native) | Punjabi (Native)