KETAN MANDALIA

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DIGITAL MARKETING • BUSINESS DEVELOPMENT • SAAS GROWTH

PROFESSIONAL PROFILE

Business development and digital growth professional with 15+ years of self-employed experience launching and managing businesses. Built digital products and managed SEO, email campaigns, social media, lead generation, sales processes and customer relationships across multiple ventures. Seeking a digital marketing, growth, SaaS operations or business development role.

RELEVANT SKILLS

Digital marketing strategy • SEO and content • Email campaigns • Social media management • Lead generation • Sales funnels and CRM • Business development • Customer retention • Marketing automation • Product positioning

SELECTED DIGITAL PROJECTS

9amLeads | 9amleads.com Developed lead-generation SaaS with lead sourcing, customer dashboards, subscriptions, automated marketing and print-and-post workflows. Built an affiliate/partner area with live dashboards for partners to view their activity and performance, plus administrative reporting and management pages.

The Moving School | themovingschool.com Built training and business-support website, content and customer-facing marketing materials for the removals industry.

List A Vehicle | listavehicle.co.uk Created automotive marketing platform with vehicle listing tools, image background editing, video presentation features and dealer-facing workflows.

VidaListing | vidalisting.com Created an AI-assisted property video marketing platform for property professionals, including online product and marketing experience.

PROFESSIONAL EXPERIENCE

Founder & Digital Projects Lead | Independent Ventures | 2025–Present

- Developed and launched digital platforms spanning lead generation, automotive marketing and online training.
- Created admin dashboards and operational management pages for owned businesses.
- Set up websites, SEO, email campaigns and social media marketing for multiple ventures.

Founder & Digital Marketing Lead | Let's Get U Moving Ltd, Hertford | 2023–2025

- Established and managed the business, including customer acquisition, website, marketing and operations.
- Implemented customer enquiry, sales pipeline and follow-up processes; coordinated staff and client communications.

Owner, Sales & Marketing Manager | We Move Homes, Hertford | 2012–2021

- Led business development, customer service, sales and marketing for a relocation business.

- Managed enquiries, consultations, quotations, customer relationships and operational coordination.

CAMPAIGNS & BUSINESS SYSTEMS

- Planned and set up SEO, email campaigns and social media activity for owned businesses.
- Developed business websites, lead-generation funnels, admin reporting and customer workflows.
- Created affiliate-facing pages and dashboards to support partner engagement and visibility.

EDUCATION & DEVELOPMENT

Business VCE • GCSE qualifications | Exploring funded Level 3 digital training and professional certifications (not yet completed).

PORTFOLIO

9amleads.com/founder/ | 9amleads.com | vidalisting.com | listavehicle.co.uk | themovingschool.com

All business projects described above are founder-led/self-employed work; not employment with external clients.