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# Aditya Kulkarni

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## Profiles

- <http://www.linkedin.com/in/aditya-kulkarni-up1998/>

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## Personal Summary

Results-driven media strategist with a focus on developing and optimizing digital marketing campaigns. Expertise in PPC optimization and data analysis, leading to improved performance metrics and successful client outcomes. Committed to leveraging analytical skills to drive innovative marketing strategies.

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## Key Skills

- Teamwork
- PPC optimization
- Campaign analytics
- Performance metrics
- Google Analytics
- Target audience identification
- Digital media planning
- Problem solving
- Adaptability
- Flexibility
- Facebook Ads and Google Ads
- Microsoft Excel
- Python programming
- Marketing analytics
- Search engine marketing (SEM)
- Social media marketing
- Content strategy and ideation
- Marketing automation systems

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## Experience

**SENIOR MEDIA PLANNER** | 07/2025 - Current

**WPP Media - Mumbai, India**

- Developed strategic media plans to optimize client advertising campaigns.
- Analyzed market trends and consumer insights to inform media strategies.
- Managed budgets and allocations for various media channels effectively.
- Coordinated with vendors to negotiate pricing and secure advertising placements.
- Presented findings and recommendations to clients in clear, concise formats.
- Researched new channels for potential inclusion in future campaigns within allocated budgets.
- Managed day-to-day relationships with media partners suppliers.

**DIGITAL MEDIA EXECUTIVE** | 06/2023 - 07/2025

**GroupM India - Mumbai, India**

- Developed engaging digital media strategies for diverse client campaigns.
- Analyzed digital performance metrics to optimize marketing initiatives and tactics.
- Coordinated with external vendors for timely content delivery and project execution.
- Optimized PPC campaigns by conducting A and B testing and optimizing ad copy.
- Analyzed website traffic and performance metrics to identify areas of improvement for campaigns.
- Generated reports on campaign performance and provided insights into potential opportunities for growth.

- Developed and executed digital media strategies to engage target audiences and increase brand awareness.
- Identified new opportunities for growth within the digital space.

**MARKETING INTERN** | 04/2023 - 06/2023

**GroupM India - Mumbai, India**

**INTERN - COMMUNITY** | 06/2022 - 09/2022

**DYT - Do Your Thng - Mumbai, IN**

- Assisted in managing social media accounts and scheduling posts for various campaigns.
- Monitored social media metrics to evaluate the effectiveness of marketing efforts.
- Collaborated with team members to brainstorm and develop creative marketing ideas.
- Participated in team meetings to discuss project updates and marketing strategies.
- Monitored Facebook, Instagram, Twitter and other social media platforms to build customer connections.
- Preparing content calendar.

**INDUSTRIAL TRAINEE** | 06/2016 - 10/2016

**Meluha The Fern an Ecotel Hotel - Mumbai, IN**

- Assisted in daily front desk operations and guest check-in procedures.
- Coordinated housekeeping schedules to ensure timely room cleanings and inspections.
- Supported food and beverage service by taking orders and delivering meals.
- Learned to operate hotel management software for reservations and guest services.
- Engaged with guests to address inquiries and resolve concerns promptly.

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## Education

**MICA & UpGrad - Mumbai, IN | PG Certification**

Digital Marketing and Communications, 06/2022

**Kohinoor College of Hotel & Tourism Management - Mumbai, IN | Bachelor Of Science**

Hospitality Studies, 05/2018

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## Certifications

- The Fundamentals of Digital Marketing (Google Digital Garage), 05/01/21
- Complete Python Programming Masterclass Beginner to Advance by Kyle Pew (Udemy), 04/01/22
- Microsoft Excel - Excel from Beginner to Advance by Kyle Pew (Udemy), 01/01/22, 04/01/22

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## Projects

Blog Creation Project (WordPress), Create a blog on topic of choice and buying domain from GoDaddy Search Engine Marketing Live Project (Google Ads), Set-up Google Search Ad and Google Display Ad for 5 Days., Total Rs.1700, 568, 49, 12210, 146 Social Media Marketing Live Project (Facebook Ads), Creating Facebook page for the blog and Run Ad on Facebook for 5 days., Rs.1000, 34661, 44119, Rs. 0.59, 1289 SEO Audits (Google Analytics) E-mail Marketing Project (GetResponse), Drive traffic to your blog through an email marketing campaign.

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## Hobbies and Interests

- Sports
- Travelling

## Languages

- English
- Hindi
- Marathi

## Accomplishments

- Received a recognition award at the monthly town hall for executing a unique campaign idea, where we incorporated the brand logo, which was easily accessible
- Apart from this, the campaigns that we executed have helped us win lots of awards at the prestigious media awards ceremonies, winning a total of 52 awards in FY 24-2552 awards in FY 25-26 so far.

## Languages

**Marathi:** First Language

**English:**  C1  
Advanced (C1)

**Hindi:**  B1  
Intermediate (B1)