

Gautam Mayekar

7738527292

wb527292@gmail.com

CBD Belapur

Gautam Mayekar

7738527292

in [linkedin.com/in/gautam-mayekar](https://www.linkedin.com/in/gautam-mayekar)

@ [gautam_mayekar](https://www.instagram.com/gautam_mayekar)

The Prime Assist

Digital Marketing Manager

SUMMARY

Experienced Digital Marketing Manager with 10 years of expertise in driving strategic digital and social media initiatives. Proven ability to develop and execute high-impact campaigns that boost brand visibility, engagement, and ROI. Proficient in data analytics to optimise digital channels and enhance user experience. Skilled in leading cross-functional teams, fostering creativity, and staying ahead of industry trends to deliver innovative marketing solutions.

INTERNSHIPS

Social Media Intern

Jun '15 - Sep '15

Adfactors PR

Lower Parel, Mumbai

In this role, I conducted competitor analysis and supported the team by creating dossiers on important news. I also played a key part in shortlisting participants for various online contests on social media platforms and performed market research to inform strategic decisions.

Skills: Social Media Analysis · Social Media Communications

PROFESSIONAL EXPERIENCE

Digital & Social Media Manager

Nov '21 - Present

Definedge Securities Broking Private Limited

Pune

As a Digital & Social Media Manager, I oversee website traffic analysis and reporting, art direction, and brainstorming for creative ideas. My role involves coordinating major conferences like DECMA 2024, DECNOCH 2023, DECMA 2023, and DECNOCH 2022. I am responsible for conceptualizing and designing content for websites and SaaS, creating daily social posts, and managing email marketing campaigns. Additionally, I manage online reputation and train new employees, providing continuous advice, guidance, and mentorship.

- **Examined** and reported website traffic, providing insights that informed strategic decisions and improved user engagement
- **Directed** art and visual projects, ensuring brand consistency and enhancing visual appeal across all platforms
- **Coordinated** major conferences, such as DECMA 2024, DECNOCH 2023, DECMA 2023, and DECNOCH 2022, facilitating successful events that boosted brand visibility and industry presence
- **Conceptualized** and designed content for websites and SaaS, enhancing user experience and driving customer satisfaction
- **Managed** email marketing campaigns, resulting in higher open rates and improved conversion rates
- **Trained** new employees, ensuring they were well-versed in company protocols and best practices, contributing to a more efficient team
- **Provided** continuous advice, guidance, and mentorship, fostering a collaborative and growth-oriented work environment

Social Media Manager

Apr '20 - Nov '21

Definedge Solutions

Pune

In my role as a Social Media Manager, I analysed and reported website traffic, directed art, and brainstormed creative ideas. I coordinated virtual conferences such as E-DECMA 2021, E-DECNOCH 2021, and E-DECNOCH 2020. My responsibilities included conceptualizing and designing website/SaaS content, creating daily social posts, and managing email marketing and group-sharing activities. I also managed online reputation, trained new recruits, provided continuous guidance and mentorship, and edited videos.

- **Analysed** and reported website traffic trends to optimize digital strategies and enhance user experience
- **Coordinated** conferences including E-DECMA 2021 & E-DECNOCH 2021, E-DECNOCH 2020, ensuring seamless execution and participant satisfaction
- **Created** compelling content across digital channels, enhancing brand visibility and audience engagement
- **Designed** visually appealing content that resonated with target audiences and strengthened brand identity
- **Implemented** email marketing strategies to nurture leads and drive customer acquisition and retention

Senior Social & Digital Media Marketing Strategist

Sep '18 - Mar '20

Dealmoney Securities Broking Private Limited

Thane

In my role as a Senior Social & Digital Media Marketing Strategist, I was responsible for analysing and reporting website traffic, brainstorming creative ideas, and writing content. My daily tasks included social posting, managing Firebase in-app notifications, and running Google Ads campaigns. I also engaged in group sharing activities, managed the company's online reputation, and conducted SMS campaigns.

- **Analysed** website traffic patterns to optimize user experience and drive strategic digital marketing decisions
- **Authored** compelling content for various channels, fostering audience interaction and brand loyalty
- **Executed** daily social media posts, maintaining an active online presence that bolstered follower engagement
- **Managed** Firebase in-app notifications, improving user retention and enhancing app usability
- **Launched** targeted Google Ads campaigns, optimizing ROI and attracting relevant traffic to the website
- **Oversaw** online reputation management efforts, safeguarded brand integrity and customer trust

Senior Social Media Strategist	Jun '17 - Sep '18
Di-Mentions Studio LLP	Mumbai
As a Senior Social Media Strategist at Di-Mentions Studio, I spearheaded brainstorming sessions to generate innovative ideas that elevated brand presence and engagement. I crafted compelling content that resonated with our audience, enhancing brand storytelling and driving user interaction. Conducting thorough competitor analyses, I identified market trends and opportunities to refine our strategy for optimal performance.	
Social Media Strategist	Feb '17 - May '17
SpeakingLamp Technologies Pvt. Ltd.	Navi Mumbai
During my tenure at SpeakingLamp Technologies Pvt. Ltd., I spearheaded monthly and weekly reporting initiatives, providing crucial insights into social media performance. I executed daily social posting strategies to boost engagement and brand visibility. I actively pitched clients, leveraging creative brainstorming sessions to develop compelling marketing proposals.	
Senior Brand Executive	Nov '15 - Feb '17
LogicServe Digital	Navi Mumbai
At LogicServe Digital, I specialized in analysing and reporting website traffic to optimize digital strategies. I led email marketing campaigns and managed push notifications to enhance user engagement. Utilizing desktop add-ons and mobile application analytics across all operating systems, I provided comprehensive traffic reports to guide marketing decisions. Additionally, I played a key role in enhancing and maintaining the website, ensuring it remained updated and user-friendly.	

EDUCATION

Advanced Certification in Digital Marketing & Communications	Apr '24 - Mar '25
MICA - School of Ideas	Pune
Telav - Ghuma Road, Shela, Gujarat 380 058	
<ul style="list-style-type: none">- Generative AI Specialization Certification- Social Media & Content Marketing Specialization Certification- Branding & Communication Specialization Certification- Marketing Analytics Specialization Certification- Marketing Communication & PR Specialization Certification	
Bachelor of Sciences in Information Technology	Jul '11 - Mar '15
PVG’s College of Science & Technology	Mumbai
Barrister Nath Pai Nagar, Ghatkopar, Mumbai 400 077	
H.S.C. (Higher Secondary Certificate)	Jul '09 - Mar '11
Pune Vidya Bhavan	Mumbai
Barrister Nath Pai Nagar,Ghatkopar, Mumbai 400 077	
S.S.C. (Secondary School Certificate)	Jul '96 - Mar '09
Modern English School	Mumbai
Chedda Nagar, Chembur, Mumbai 400 089	

KEY SKILLS

Adobe Suite (illustrator, Photoshop, InDesign, Premiere Pro & After Effects, Digital Analytics, Creative Direction, Event Coordination, Social Media Management, Social Media Presence, Social Media Marketing Strategies, Online Reputation Management, Google AdWords, Training and Mentorship, Video Editing, Developing Content Strategies

TECHNICAL SKILLS

Google Analytics, Meta (Facebook), Instagram, LinkedIn, Twitter, YouTube Studio, Mailmodo, Zoho Campaign, GoToWebinar (LogMeIn), GoToMeeting (LogMeIn), Google Play Console, App Store Connect, Canva, BeeFree, Vimeo

CERTIFICATIONS/TRAINING

- [Advanced Certificate in Digital Marketing & Communications](#)
 - [Generative AI Specialization Certification](#)
 - [Social Media & Content Marketing Specialization Certification](#)
 - [Branding & Communication Specialization Certification](#)
 - [Marketing Analytics Specialization Certification](#)
 - [Marketing Communication & PR Specialization Certification](#)
- Twitter Flight School
- Advanced Google Analytics Certification
- Google Ads Certification
- Digital Marketing by MSME (Ministry of Micro, Small & Medium Enterprises) Agra