

**Results-driven Digital Marketing Professional with over 13 years of experience in developing and executing data-driven strategies across multiple digital channels. Expertise in performance marketing, SEO, SEM, content creation, and social media management. Proven track record in driving customer acquisition, improving engagement, and maximizing ROI. Skilled in leveraging analytics to optimize campaigns, enhance user experience, and achieve business goals. Adept at leading cross-functional teams, managing marketing budgets, and staying ahead of digital trends to drive continuous growth.**

## Skills

Project Management	Strategic Thinking
Social Media Marketing	Search Engine Marketing
Search Engine Optimization	SEM Strategy Development
Customer Engagement Strategies	Client Relationship Management
Team Leadership	Performance Reporting

## Work History

### Associate Manager - Digital Marketing

Media.net Software Services (India) Pvt. Ltd,  
Mumbai

April 2018 - May 2025

- Developed and implemented successful digital marketing campaigns to drive customer engagement and increase brand awareness.
- Managed PPC/SEM campaigns with 3x-4x ROI on Google Ads (Search, Display and Remarketing), Bing Ads, and Facebook Ads.
- Managed budget allocation and resource utilization to maximize marketing ROI.
- Achieved 25% YoY revenue growth through data-driven performance marketing strategies.
- Developed and executed A/B testing strategies to optimize campaign performance.
- Led team of marketing professionals, offering mentoring and coaching to build knowledge and skills.
- Managed marketing budgets exceeding \$50K per month, optimizing spend for maximum return.
- Used Google Analytics and SEMrush to track and analyze KPIs, improving campaign efficiency by 15%.
- Optimized customer acquisition costs (CAC) by 30% through refined digital marketing strategies.
- Delivered actionable insights through monthly performance reports, contributing to improved client retention and decision-making.
- Managed client relationships, ensuring satisfaction through regular updates and demonstrating the ROI of marketing efforts.

### Senior SEM Analyst

ReachLocal Services India Pvt. Ltd, Mumbai

January 2015 - April 2018

- Managed and optimized Google Ads, Bing Ads and Facebook Ads campaigns, ensuring maximum ROI and campaign efficiency.
- Performed keyword research and analysis, identifying high-converting keywords to increase search visibility and traffic.

- Conducted market research and competitor analysis to inform search marketing strategies.
- Created customized marketing materials to increase product awareness.
- Conducted regular A/B testing on ad copy, landing pages, and bidding strategies to improve conversion rates.
- Monitored and analyzed campaign performance, using tools like Google Analytics and SEMrush to drive data-driven decisions.

## SEO Manager

*EBrandz Solutions Pvt. Ltd, Mumbai*

*October 2011 - January 2015*

- Assisted in the development and execution of SEO strategies, contributing to improved organic search rankings and website traffic.
- Conducted keyword research and optimized on-page elements like meta tags, titles, and content for SEO performance.
- Monitored website performance using Google Analytics and Search Console, providing insights for optimization.
- Implemented technical SEO tasks, including improving site speed, fixing crawl errors, and ensuring mobile optimization.
- Contributed to link-building efforts, acquiring high-quality backlinks to enhance domain authority.
- Collaborated with content teams to ensure SEO-friendly content creation and keyword alignment.
- Produced reports on SEO performance, summarizing key metrics such as traffic, rankings, and conversions for client review.

## Education

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Engineering in Mechanical Engineering May 2011  
Pune University, Nashik, India

## Languages

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English



Hindi



Marathi

