



+91 90297 94248

charuhasbhadane@gmail.com

linkedin.com/in/
charuhas-bhadane/



Sadguru Krupa House,
Lane no 2, Maharashtra
Colony, Pimple Gurav,
Pune. 411061

Experience

9+ years

EDUCATION

Bachelor of Engineering
University of Mumbai
70.72 %

HSC
Maharashtra State Board
67.67 %

SSC
Maharashtra State Board
71.69 %

COURSES

**Certified SEO & Digital
Marketing Course**

Pharma Marketing Course

**Wordpress and Web Design
Certification Course**

Charuhas Bhadane

Digital Marketing Manager

PROFILE

I am a full stack digital marketer with over 9 years of experience in driving online growth through strategic campaigns and targeted marketing efforts. Skilled in creating and executing effective digital marketing plans, including email marketing, social media advertising, and search engine optimization (SEO), ASO. With Strong analytical skills drove business growth across verticals ranging from HCP Content Marketing Platforms, Healthcare, Heavy Machinery, B2B Marketing, AI, and Finance.

WORK EXPERIENCE

Digital Marketing Manager - Docplexus Pvt. Ltd.

Aug 2020 - Currently Working

Current Responsibilities

- Overseeing media mix strategy, typically for increasing the DAU and MAU of the platform
- Syncing with Brand & Comms to formulate the digital strategy
- Create and manage digital marketing (Brand, social, affiliates, Programmatic) strategies and leverage campaigns to develop relations with pharma companies and generate a pipeline of leads.
- Organic efforts like SEO, ASO, Email Marketing
- Expanding partnerships / barter set ups with relevant digital partners
- Managing my internal team, multiple agencies/vendors to ensure smooth content consuming experience for doctors
- Syncing with Analytics, Product, etc. to deep-dive, diagnose or upgrade our digital capabilities
- Training of new team members for smooth onboarding
- Create and drive KPIs across all channels, specifically focused on marketing sourced lead generation - impressions, opportunities, pipeline coverage, revenue.

SKILLS

- Project Management
- Team Management
- Customer engagement
- Lead Generation
- Content creation and management
- Brand Advocate management
- Product marketing
- B2B brand management and development
- Reporting & Analysis
- Competitor Analysis

TECH SKILLS

- Web Analytics
- Website Strategy and Design
- Content Marketing
- CRM Management
- Funnel Creation
- Email marketing
- SEO, PPC
- Social Media - Paid and Organic
- Report Generation with data studio
- Keyword Research
- App store optimization
- Youtube Optimisation
- Performance Marketing

HOBBIES

- Cars Designing
- Drawing Cartoons
- Playing PC games
- Snooker
- Calligraphy

WORK EXPERIENCE

Digital Marketing Manager - Optra Health Pvt. Ltd

Dec - 2018 till May - 2020

Responsibilities

- Manage webinar campaigns. Optimize web pages, develop better strategy for market penetration.
- Create a new website with a revamped brand identity and create new strategies for newly launched products.
- Handle social media channels.
- Design and execute email campaigns for maximum CTR.
- Handle Google Analytics, Google Adwords, etc.
- Increase downloads and app store ranking of the iOS and android app.
- Online reputation management.
- Implement new features in apps and on websites to acquire new users.
- Find new ways to promote artificial intelligence in the healthcare sector to medical professionals.
- Form a biggest network of Genetic Counselors, researchers. to associate with our AI platform

Asst. Digital Marketing Manager - Poonawala Finance

Dec - 2016 till Aug - 2018

Responsibilities

- Revamp old website suitable for a Fintech company.
- Complete on-page and off-page optimisation. Rank the website for relevant keywords.
- Increase lead generation and create lead funnels
- Analyzing business performance with the help of digital tools and reports. Web traffic analysis using various digital tools like Google analytics.
- Manage and optimize all social media accounts.
- Coordinate with exhibition organizers, assign them tasks, manage other third party vendors. Maintain report on competitor analysis.

Participation and Awards

- Participated in “Technical Paper Presentation” event held in AVALON 2015 at TEC.
- Won **first prize** in Website Designing Contest held Resonance 2011.
- Working as Power Mapper (Regional Expert Reviewer) for Google Maps.
- Participated in a code cracking competition Decipher, Codefest.
- Working as a Beta Tester for Google
- Participated in “Smart Street” event held in RESONANCE 2014.
- Won **2nd prize** in RESOBlog 2011 (Writing Contest)

WORK EXPERIENCE

Digital Marketing Manager - Kaleidoscope Marketing Communications Pvt. Ltd.

Aug 2015 till Dec 2016

Responsibilities

- Start and set up a Digital Marketing Department in the company. Recruit and train young SEO specialists for B2B branding.
- Manage all the website projects, Email campaigns, design interactive landing pages for clients to reduce the bounce rate.
- Design and develop a new website for the company. Write content for websites. Write content for promotional e-mailers and newsletters. Design responsive e-mailers.
- Perform A-B testing on client's webpages, landing pages and e-mailers.
- Handle all the on-page, off-page optimization activities for all clients.
- Coordinate with a team of graphic designers to create content for client's social media pages, websites and other digital channels. Coordinate with the team for exhibitions and create digital content for exhibitions.
- Activate sales funnel, tripwire on lead generation forms.

Declaration

I hereby declare that the information furnished above is true to the best of my knowledge.

Date:

Place:

Signature

[Charuhas Sunil Bhadane]