



## DIGITAL MARKETER

### EDUCATION



**MICA - ADVANCED EXECUTIVE PROGRAM**  
Digital Marketing and Communication



**INSTITUTE FOR TECHNOLOGY & MANAGEMENT**  
- PGDM MARKETING



**D.Y.PATIL UNIVERSITY SCHOOL OF MANAGEMENT -**  
BBA MARKETING

### Work Experience

**Digital Marketing:** 3yrs

**E-Commerce:** 1yr

### Languages Known

English / Hindi / Marathi

### Certification

**Measure and Optimize Social Media Marketing Campaigns**  
Issued By: Facebook ( META )

**Performance Marketing**  
Issued By: Growth School

**Executive Digital Marketing Training**  
Issued By: Pace Academy

**Advanced Management Training**  
Issued By: Eazl United Kingdom

### Contact Details



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**Location:** Navi - Mumbai

# AMEY H. KHEBADE

### SUMMARY

- A Creative, innovative, insightful, analytic, and result oriented Marketer with 3+ years of relevant and qualitative experience in Digital Marketing & Brand Marketing, Social Media Management, Account Management, Client Servicing, Operations Management, Social Media Insights, Social Media Analytics, Social Media Monitoring, and Online Reputation Management.
- A competent professional offering performance marketing, Marketing, and Client Management Explored potential business avenues & managed international campaigns & performance marketing for achieving the business targets.
- The experience has catered to both the B2C and B2B markets.
- Analysed latest marketing trends, tracked competitors' activities & conducted Market Segmentation, Competitors Analysis, Negotiations, Market Penetrations & formulating Sales and Marketing Strategies.

### SPECIALTIES

#### ➤ Digital Marketing:

- Marketing Strategy
- Social Media Marketing
- Search engine Optimization
- Social Media Optimization
- APP Store Optimization
- Brand Awareness
- PPC
- Photoshop
- Paid Campaign
- Amazon Ads
- WhatsApp Marketing
- Display Advertising
- Content Marketing
- SEO
- E-Commerce
- E-Mail Marketing
- Microsoft Office

#### ➤ Operations:

- Project Management
- Quality Analysis & Management
- Process Improvement
- Auditing and Monitoring Lead Servicing
- CRM
- Client Servicing
- Optimising Lead servicing
- Budgeting
- Cost-effectiveness
- Measure and report performance
- Business Growth
- Customer Engagement

#### ➤ Social Media:

- Social Media Analytics & Insights
- Consumer Behaviour Analysis
- Social Media Platform Analysis
- Social Media Monitoring
- Online Reputation Management
- Influencer Analysis
- Social Media Measurement
- Market Trend
- Response Management

#### ➤ Marketing:

- Brand Management & Promotion
- ATL Activities & Strategies
- Product Launch
- Creative and Marketing collateral
- Go to Market Strategy
- Branding and Advertising
- Growth Marketing
- Market Communication

- Worked and Served in various verticals like Real Estate, Health Care, Fintech, Education, Banking & Insurance, Consumer Goods, Hospitality, Pre-Sales

# WORK EXPERIENCE

## CURRENT PORTFOLIO



**Organization** : Xanadu Realty Pvt. Ltd  
**Process** : Digital Marketing  
**Designation** : Management Trainee  
**Duration** : 13th Feb 2023 - Current

- Develop and put into action marketing plans to help our business goals, including digital strategies.
- Lead the launch of new products and updates by creating and executing plans.
- Identify specific groups of people to target, create value propositions, and decide on how to position our products.
- Work with cross-functional teams to make our website and landing pages work better for getting more people to take action.
- Manage how our brand is seen and keep the messages about it consistent and strong.
- Come up with and run marketing campaigns using different ways like online, print, and events.
- Collaborate with creative teams to make materials for marketing, like messages, presentations, and tools for sales.
- Make sure our brand and messages are the same on all channels.
- Look at the market to see what's happening and find out about trends, opportunities, and what other companies are doing.
- Make materials that talk to our customers, like newsletters and updates.
- Use what we find out to make our marketing better and decide how to present our products.
- Keep an eye on our budget and make sure we spend money in the right way to get results.
- Test different ways of doing things, like ads, to make them better and more effective.
- Lead and guide the marketing team, setting goals and helping them work together to be creative and successful.



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Project Name	Revenue Generated	Ads Spends%
Metro Group	: 2.7 Cr	2.22%
Ajmera	: 12 Cr	0.58%
Raheja Exotica	: 4 Cr	2.25%
HOABL Alibaug	: 5.1 Cr	1.18%

- Engaging with various stakeholders to understand project requirements, developing an online go-to-market strategy and providing appropriate recommendations on execution
- To lead integrated digital marketing campaigns from concept to execution
- Work with the marketing team, supporting teams (such as web developers), and vendors to launch campaigns on time and on budget.
- Plan and execute all digital marketing, including lead generation on platforms like Google & Facebook, SEO/SEM, email, social media and display advertising campaigns
- Measure and report the performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Using data to understand sales trends/market trends/customer behavior and making relevant recommendations to teams based data
- Supported all projects with Contact Centre process setup and lead servicing
- Project Management
- Optimising leads management
- Quality Analysis, Management & Process Improvement
- Auditing and monitoring Lead servicing
- Working closely with agents and Servicing Agents on positive lead bucket generation and meeting weekly targets

# WORK EXPERIENCE

## CURRENT PORTFOLIO

FEB 03RD 19 - 22TH MAR 20

### KSTARS TECHNOLOGY

- Amazon seller panel Management
- Driving sales through social media
- Updating Catalogs
- Marketing
- Business Development
- Inventory Management

JUN 30TH 20 - MAR 30TH 21

### DIVERGE FINTECH

- Social Media Marketing
- Client Servicing
- Website Optimization
- Content Writing
- SEO
- Creating Creatives & Videos

APR 5TH 21 - 30 JUL 21

### PARINAAM CONSULTING

- Website Optimization
- Social Media Marketing
- Social Media Optimization
- Business Development
- SEO

JAN 10TH 22 - FEB 12TH 22

### KOTAK EDUCATION

- Social Media Strategy
- Community Building

DEC 08TH 21- JAN 10TH 22

### OUTLOOK PUBLISHING

- Social Media Strategy
- SEO
- Marketing & Sales

SEP 26TH 21 - OCT 27TH 21

### LEARNVERN

- Community Building
- Marketing

FEB 01ST 22 - 25TH DEC 22

### SAYHEY

- Developing Go to Market Strategy
- Brand Building
- SEM / SMM / SEO/ ASO
- Marketing Activities

FEB 13TH 2023 - 10 SEP 2023

### XANADU REALTY

SEPT 11TH 2023 - CURRENT

### SCHOOL OF INSPIRATIONAL LEADERSHIP