

# REVATI BAGADE

## Digital Marketing Manager

**Address:** Katraj , Pune

**Phone:** 7218220664

**Email:** bagaderevati123@gmail.com

**LinkedIn:** [www.linkedin.com/in/revati-bagade-3a6797160](https://www.linkedin.com/in/revati-bagade-3a6797160)

### SUMMARY

I'm Revati Bagade, an MBA in HR with 5+ years of experience in Business Development, Digital Marketing, and Freelancing. Driven by innovation and excellence, I excel in crafting strategic growth initiatives and leveraging digital platforms to drive success. Let's connect to explore new opportunities!

### WORK EXPERIENCE

#### Genuine Bytes Technologies Private Limited

Feb 2021 - Present

##### Digital Marketing Manager

- Strategic Planning & Execution:** Aligned digital strategies with business goals, boosting brand visibility and sales.
- Content & Social Media:** Managed content and social campaigns, enhancing engagement and brand consistency.
- SEO & SEM:** Optimized search strategies, significantly increasing organic traffic.
- Analytics & Reporting:** Tracked performance metrics to refine strategies and maximize ROI.
- Team Leadership:** Led a cross-functional team, meeting targets through effective collaboration.
- Cross-Functional Coordination:** Collaborated with developers to optimize digital assets for user experience.
- Key Projects I-Genuine:** Anti-counterfeiting application to authenticate products and protect brands.
  - Launched campaigns highlighting its value in combating counterfeit goods, increasing business adoption.
  - IGStays: OTA platform for seamless, affordable hotels bookings. Drove user acquisition through customer-focused campaigns, solidifying IGStays presence in the market.

#### Avenue Incorporation Private Limited

Feb 2020 - Jan 2021

##### Team Lead

- Human Resource Management.
- Administration, Finance and Back office Management.
- Liaising with Insurance companies through online insurance interface, email via phone calls
- Responding customer inquires, Follow up and main accurate and relevant customer administrative record.

#### Greenfield Placement And Management Consultants Private Limited

2019 - Feb 2020

##### Team Lead

- Work on IT and Non-IT Requirements
- Job Analysis & Preparation
- Sourcing Candidates
- Application Review
- Initial Contact & Screening
- Interviews
- Reference & Background Checks
- Offer & Negotiation
- Onboarding

## **INTERNSHIP**

---

- Volkswagen | Intern | Pune** Sep 2018 - Oct 2018
- Conduct Bio Matric Test for 3500 people (Germany System) Screening profiles Preparing trackers Reporting feedback Employees follow up
- G4S Secure India Solution Private Limited | Intern | Pune** June 2018 - Aug 2018
- Core HR

## **CERTIFICATION**

---

AI- Powered Performances Ads | Google Ads- Measurement |  
Google Ads App | Google Ads Search |  
Content Writing | Copywriting Mastery |  
Advanced Google Ads Mastery | Email Marketing |  
Advance Digital Marketing | Advance Instagram Mastermind |  
LinkedIn Mastery | YouTube Mastery |  
Excel Mastery | Sales Mastery

## **EXPERTISE**

---

Management Skills | Creativity | Digital Marketing | Negotiation | Critical Thinking | Leadership

## **EDUCATION**

---

MBA - HR (Savitribai Phule University- Pune) 2017-2019  
BCA (Sant Gadge Baba University- Amaravati) 2013-2017

## **LANGUAGE**

---

English | Hindi | Marathi