

REVATI BAGADE

Digital Marketing Manager

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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 Digital Marketing Manager

Feb 2021 - Present

- **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.
 1. Launched campaigns highlighting its value in combating counterfeit goods, increasing business adoption.
 2. 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 Team Lead

Feb 2020 - Jan 2021

- 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 Team Lead

2019 - Feb 2020

- 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