Adarssh Bhagwat

Digital Marketing & SEO Strategist

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Professional Summary

Results-driven digital marketing professional with 3+ years of progressive experience in SEO, PPC, and integrated marketing strategies. Demonstrated expertise in delivering measurable ROI growth, managing multi-client portfolios, and pioneering AI-powered marketing solutions. Proven track record of increasing organic traffic by 150%+, achieving 100%+ client ROI improvements, and maintaining 95%+ client retention rates.

Professional Experience

Manager - SEO & PPC | IKF   **Dec 2024 – Present**

- Manage comprehensive SEO strategies for **20+ clients** and PPC campaigns for **10+ clients** across multiple sectors, maintaining **95%+ client retention YOY**.

- Increased client ROI by over **100%** and achieved **110% growth within 3 months** through strategic optimization.

- Pioneered integration of AI tools (Gamma, Cursor, Bolt AI, ChatGPT, Gemini, Perplexity, Claude, NotebookLM) for content creation and strategic planning.

- Reduced report creation time from **5 days to half a day** using Google Looker Studio automation.

- Executed CRO activities, increasing conversion rates by over **100%** through user behavior analysis.

- Optimized client brand visibility on LLMs (ChatGPT, Perplexity, Gemini) via strategic prompt optimization.

- Led interdepartmental collaboration to resolve technical SEO issues and implement advanced website solutions.

- Delivered departmental training sessions on digital marketing best practices, CRO methodologies, and emerging trends.

Senior SEO Executive | Dentsu — Jul 2024 – Dec 2024

Promoted from Associate Digital Marketer - SEO (Apr 2023 – Jul 2024)

- Increased organic traffic by **20%** for a leading B2B brand within 3 months through strategic SEO implementation.
- Boosted local visibility by **150%** and dealer calls by **20X** for a top electric scooter brand.
- Resolved technical SEO issues including Core Web Vitals optimization and JavaScript SEO implementation.
- Developed data-driven SEO strategies across e-commerce, BFSI, manufacturing, and automobile industries.
- Trained and mentored new team members on advanced SEO techniques and industry-standard tools.

Digital Marketing Executive | PletraTech Technologies — Nov 2022 – Apr 2023

- Led planning and execution of SEO operations for Pletra Technologies' website and spearheaded SkillsEcole website formation.
- Established effective email marketing strategies expanding audience reach and engagement.
- Managed multiple social media platforms including Facebook, Instagram, LinkedIn, YouTube, and Telegram.
- Hosted webinars as organizational spokesperson on Cloud Computing and Salesforce technologies.

Digital Marketing Executive | i-TEK RFID — May 2022 – Nov 2022

- Executed formation of the organization's marketing team, establishing foundational processes and workflows.
- Led strategizing and implementation of social media operations and introduced email marketing capabilities.
- Connected organization with multiple prospects in retail, logistics, automotive, and mining sectors.
- Collaborated with international and domestic event organizers to showcase RFID technology at industry events.

Communications Executive | Credence Resource Management — Jul 2021 – May 2022

- Managed corporate client relationships ensuring timely recovery of credited funds for utility bills.
- Conducted strategic negotiations with corporate representatives to establish payment plans.

- Prepared and delivered presentations to corporate clients and internal stakeholders.

Education

- **Master of Business Administration (Marketing)** – Symbiosis Centre for Management Studies, Pune (2023 – 2025)
- **Bachelor's Degree in Hospitality Studies** – SCHMTT Suryadatta College, Pune (2015 – 2018)

Core Competencies

Digital Marketing   SEO   Social Media   Email Marketing   Content Marketing

Content Writing   PPC

Strategic Skills

Marketing Strategy   Client Management   Team Management   Leadership

Budget Management   Communication   Public Speaking   PR Activities

Client Presentations   Training

Technical Tools

Google Analytics   Looker Studio   ChatGPT   Claude   Gemini   Core Web Vitals

Key Achievements

- ✓ 110% growth in client ROI within first 3 months
- ✓ 95%+ client retention rate managing 30+ accounts
- ✓ 150% increase in organic traffic for electric scooter brand
- ✓ 90% reduction in reporting time through automation