

Vikas Rajendrakumar Gadiya

Pune, Maharashtra (India) | +91 9096815143 | vgadiya@gmail.com | www.linkedin.com/in/vikasgadiya

LEVEL 2 - DIGITAL MARKETER

SUMMARY

Digital Marketing professional with over 10 years of experience in crafting and implementing effective marketing strategies. Expert in technical analytics and proven ability to lead cross-functional teams. I have a strong knowledge of SEO best practices, a passion for data-driven decision making, and a desire to help businesses achieve long-term success. I am confident I can make a positive contribution to any organization.

SKILLS

Data Analytics, SEO, SEM, Email Marketing, Google Analytics 4 (GA4), Google Tag Manager (GTM), Ahrefs, Screaming-frog, Microsoft 360 suite, 20+ People Team Handling Experience.

PROFESSIONAL EXPERIENCE

Allied Analytics

Assistant Manager

Pune

August 2023 – September 2024

At Allied Market Research, I lead market analysis projects, providing detailed insights for strategic decisions. I've successfully guided cross-functional teams on high-stakes projects, ensuring timely and accurate results.

- Developed and executed comprehensive marketing strategies, resulting in a significant increase in brand visibility and lead generation by 12%.
- Analyzed market trends and customer data to identify opportunities, refine strategies and achieve 20% enhance campaign effectiveness which directly contributed to revenue.
- Successfully managed and optimized multi-channel digital marketing initiatives, including social media, email marketing, and content marketing.

Marketsandmarkets Pvt. Ltd

Team Lead – Senior Executive – Web Marketing Analyst

Pune

August 2014 – July 2023

I made significant contributions to the company's digital marketing success. I developed and implemented robust marketing strategies that increased brand visibility by 40% and generated a 30% growth in lead acquisition.

- The tracking of SEO and SERP metrics on a weekly/monthly basis resulted in a 25% increase in the overall ranking with GSC and optimization on-site.
- Facilitated award-winning lead generation strategies resulting in a 15% increase in qualified leads and a 20% boost in conversion rate.

LEADERSHIP EXPERIENCE

- Led cross-functional teams to deliver over achieving an average ROI of 150%.
- Mentored and developed a team of 20+ coordinated and built regular team-building activities and feedback sessions, improving team collaboration.

EDUCATION & OTHER

- Distance Learning MBA [Marketing], Symbiosis Pune, 2016 – 2017.
- B.E [Computer Engineering], Pune University, 2011 – 2014
- Diploma [Computer Engineering], Pune University, 2008 – 2011

LANGUAGES: English, Marathi, Hindi (fluent, proficient, basic)

CERTIFICATION: Semrush SEO Crash Course with Brian Dean.

INTERESTS: Exploring the latest trends in AI and machine learning, Participating in community service and volunteer work, Reading books on personal development and leadership