

# PARIJAT KULKARNI

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## SUMMARY

Dedicated marketing professional with over 7 years of experience spanning ATL-BTL marketing, product marketing, and brand awareness strategies. Proven track record in driving brand awareness, optimising customer acquisition cost (CAC), and executing impactful marketing campaigns to achieve business objectives. Skilled in leading and motivating teams to deliver exceptional results and fostering strong brand presence. Known for successfully conceptualising and launching new products, from ideation to execution, driving business growth from 0 to 1. Committed to staying ahead of industry trends and leveraging data-driven insights to optimize marketing strategies.

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## STRENGTHS AND EXPERTISE

P&L Management  
Business Development  
Strategic Planning

Lead Generation  
Revenue Generation  
Campaign Management

Brand Management  
GTM  
Operations Management

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## PROFESSIONAL EXPERIENCE

**TESTBOOK.COM**  
**Marketing Manager**

**Nov 2022 - Aug 2024**

- **Responsibilities:-**

- Demonstrated exceptional leadership in overseeing a team of 30, consistently exceeding targets and delivering substantial increases in conversion rates..
- Work Majors:- Lowing the CAC , Help decreasing the CPL , Increasing the CVR.
- Managed marketing budget and associated P&L to develop and execute marketing strategies, budgets and sales plans for business segments.
- Implemented data-driven marketing strategies, utilising analytics tools to track campaign success and refine tactics as needed.
- Created and managed social media campaigns to increase brand engagement.
- Managed budget allocation and resource utilisation to maximize marketing ROI.
- Developed targeted email marketing campaigns for increased open rates and click-through rates.

- **Achievements:-**

- Successfully spearheaded the strategic expansion of the company into Maharashtra, establishing 4 offline centers with optimised GTM strategies and minimal capital investment.
- Developed strong relationships with more than 200 universities and colleges in Maharashtra to explore potential partnerships and customer acquisition channels.(skill academy).
- Achieved a significant milestone of CM2 profitability in my region within one year, showcasing effective leadership and operational efficiency.

**TOPPR.COM**

**Jun 2020 - Oct 2022**

**Associate Manager (BTL OPS)**

- As part of a dedicated team of 4, I spearheaded initiatives to ensure a consistent influx of offline leads for our sales team, surpassing targets consistently. My efforts led to the establishment of over 150 partnerships with local vendors in Pune, including Xerox shops, stationary stores, and tuition centers. Additionally, I orchestrated more than 30 engagement activities with 25 partnered schools, driving brand visibility and lead generation.
- My weekly routine involved strategizing with sales managers and general managers, identifying new vendor opportunities (minimum 5 per week), securing partnerships with new schools (minimum 1 per week), and planning and executing below-the-line (BTL) activities in at least 2 societies and 2 malls. Through meticulous forecasting,

**ZEECO MEDIA PVT LTD.**

**Jan 2019 - Apr 2020**

**Associate Manager (BTL OPS)**

- Campaign Management
- Managed multi-channel campaigns for increased brand visibility and customer engagement.
- Worked with traditional media to obtain coverage of key events.
- Used environmentally-conscious marketing strategies for traditional products.
- Drove successful product launches by crafting compelling narratives around new offerings supported by engaging visuals.

**BOOKEVENTZ.COM**

**Jul 2017 - Jan 2019**

**Campaign Specialist**

- Campaign Management
- Event Operations
- Vendor Management
- Budget Management
- Public Relations
- Customer Engagement
- Team Coordination

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**EDUCATION**

**University Of Mumbai**

PGDEM (Strategy & Events) 2018

**BAMU**

B.com 2017

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**ACHIEVEMENTS**

- Conversion Rookie , Talentedge.com, October 2022.
- Best Campaign Producer, Zeeco, August 2019