

# MAYUR SOLANKE




"Dynamic Marketing Strategist with expertise in driving growth through innovative digital campaigns, customer acquisition, and data-driven decision making."

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## SUMMARY

### PROFESSIONAL EXPERIENCE

#### MARKETING HEAD

**Yogesh Enterprises (Pyramid Solutions) | 2024- Till Present**

- Achieved a **45% increase in lead conversions** and a **30% boost in sales revenue** through strategic marketing campaigns.
- Drove a **60% surge in website traffic** by implementing SEO-optimized strategies that enhanced online visibility.
- Successfully managed multi-channel campaigns, delivering an average **35% ROI growth on-year**.
- Led cross-functional teams to execute impactful digital and offline marketing initiatives for premium real estate projects.
- Streamlined marketing budgets and optimized resources to maximize efficiency and results.
- Spearheaded impactful campaigns across offline and digital platforms, including social media, Google Ads, and influential collaborations with key market players.
- Implemented targeted and ROI-driven strategies to significantly boost lead generation, ensuring a steady pipeline of prospective clients.

#### MARKETING HEAD

**Hardcastle Agritech Solutions Pvt. Ltd (Map My Crop) | 2023 - 2024**

- Developed and implemented growth strategies, driving a **30% increase in annual revenue** through market analysis and sales alignment.
- Led marketing campaigns across online and offline channels, achieving a **40% increase in customer engagement** and a **50% boost in overall sales**.
- Conducted market assessments and demand forecasting, improving lead conversion rates by **25%** and streamlining operations to reduce costs by **15%**.
- Enhanced website performance, resulting in a **30% growth in traffic** and a **20% increase in sales**.
- Onboarded **600+ farmers managing 10,000 acres** at Kisan Expo 2023, generating a **300% increase in event-related revenue**.
- Represented the organization at **Startup Mahakumbh 2024**, establishing a key partnership with the Haryana government, contributing to a **20% growth in collaborations**.
- Created SOPs for lead management, improving customer acquisition and retention by **20%** while boosting customer satisfaction scores by **25%**.

#### DIGITAL MARKETING AND OPERATIONS - LEAD

**GTT Foundation | 2021- 2022**

- Crafted and executed growth strategies, hitting business targets with savvy competitor analysis and strategic planning.
- Led dynamic digital marketing campaigns for events and promotions, boosting website performance using the latest trends and tech.
- Enhanced customer acquisition and retention through smart segmentation and detailed digital assessments, improving e-commerce outcomes.
- Drove SEO, social media, and email marketing efforts, meeting KPIs in traffic, sales, and conversions. Streamlined lead management with effective SOPs.
- Built strong connections with customers, vendors, and partners, managing orders, inventory, and logistics for seamless operations.
- Innovated and executed marketing campaigns, optimizing efficiency and driving revenue growth by incorporating customer feedback.

#### MARKETING MANAGER

**OBASKET | 2017- 2021**

- Orchestrated the inception and complete lifecycle of Obasket's marketing and brand strategy, meticulously integrating digital dimensions.
- Develop and execute comprehensive digital marketing strategies aligned with the overall business objectives.
- Research and analyze market trends, competitor activities, and industry best practices to refine strategies.
- Planned, created, and managed online marketing campaigns across various platforms, such as social media, search engines, email, and display advertising.
- Implement search engine optimization (SEO) strategies to improve organic search rankings and drive traffic to the website.
- Design, execute, and analyze email marketing campaigns to nurture leads and maintain customer engagement.
- Implement A/B testing and other CRO techniques to improve landing pages and user journey.

#### TERRITORY SALES EXECUTIVE

**ZETA-DIRECT INTERNET SOLUTIONS PVT. LTD | 2016- 2017**

- Owned marketing efforts (Thane region) for multiple product configurations by driving advertisement real estate planning, pricing negotiations, and delivering sales pitches Enabled collaboration between merchants and sales teams by executing end-to-end marketing efforts individually to drive potential sales.
- Exceeded targets by means of mass marketing techniques, personalized targeting, and custom offer bundling leading to higher reach and a faster AIDA cycle.

#### INTERN

**VIDEOCON PVT LTD | 06/2015- 07/2015**

- Provided analytical support for customer targeting and brand awareness by identifying potential customers
- Gathered demographic data to conduct preliminary analysis and draw insights based on key attributes of customers, competitive intelligence, and pricing configurations.
- Delivered actionable recommendations to drive marketing efforts across areas and products based on segments and attributes of customers.

### EDUCATION

**INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH (IMDR)- PUNE**

**PGDM- MARKETING & OPERATIONS**

**2014 - 2016**

**JRN RAJASTHAN DEEMED UNIVERSITY- NAGPUR**

**BTECH- ELECTRONICS & TELECOMMUNICATION**

**2010-2014**

### SKILLS

- Strategic Planning and Market Analysis
- Brand Positioning and Management
- Multi-Channel Marketing Campaigns (Digital & Offline)
- Customer Acquisition and Retention Strategies
- SEO/SEM Optimization and Keyword Research.
- E-mail marketing.
- Performance Marketing (Google Ads, Facebook Ads, LinkedIn Ads)
- Social Media Strategy and Content Creation
- Data-Driven Decision Making and Analytics
- Revenue Growth Strategies
- Lead Generation and Conversion Optimization
- CRM Implementation and Management
- Demand Forecasting and Market Trends Analysis

### SOLUTION ENABLERS

- Google Analytics
- Adobe Analytics (Basic)
- Power Bi
- Microsoft Excel
- Canva

### CERTIFICATIONS

- Fundamental of Digital Marketing by GOOGLE Academy.
- Digital Marketing by SKILLUP Academy.
- Advance SEARCH ENGINE OPTIMIZATION (SEO) by SKILLUP Academy.
- Google Analytics by GOOGLE ANALYTICS Academy.
- Advance GOOGLE ANALYTICS by GOOGLE ANALYTICS Academy.
- Google Tag Manager Fundamentals by GOOGLE ANALYTICS Academy.
- Google Analytics for Power Users.
- Google Analytics 360.
- Google Data Studio.
- Basic SAP (FI-SD-MM)