

ONKAR P. KULKARNI

Digital Marketer

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Objective:

He is experienced in marketing diversity that helps drive the potential and seize the sales channel. He had been involved in marketing strategies for the organization, and Brand management. He is a professional Digital Marketer working with his own tactics and strategies. His unique professional experience stems from years of providing excellent team building, creative problem solving, handling team and building customer loyalty.

Domain Worked With:

- > Real Estate , B2B & B2C, Ed-Tech, Education, Ecommerce, Food & Beverages, Health, Restaurants, Entertainment, Finance, Information & Technology Services, Entertainment, News & Media, Industrial & Manufacturing, Financial Services, etc.
- > Worked with International & Domestic Clients

Job Profile:

- > **Desai Foods Pvt Ltd, Pune | DEC 2023 – PRESENT**
 - **Mother's Recipe** - EXECUTIVE - DIGITAL MARKETING
 - Domains Worked : FMCG - Food, Ecommerce
 - Responsibilities : Coordinating with Web development agencies, Social Media Agencies, Marketing Agencies to facilitate tasks such as website management, task allocation, paid advertising, marketing and packaging, Content Marketing, Traditional Ads, Packaging, Graphic Designing, and Content Writing.
 - Website Management- Proficient in managing various aspects of website management including Blogging, Website Sales, UI/UX, Website Flow, Monthly website sales
 - Online Marketplaces Management: Experienced in handling online marketplaces, monitoring monthly sales, Handling Website Complaints, Order Management, End to End Website Management, and Team Management.
 - SEO Expertise: Specialized in SEO techniques such as On-page SEO, Off-page SEO, Copywriting, Blogging, Backlink generation, Organic Traffic generation, and Improving organic website ranking on SERP.

> EMECH SOLUTIONS, Bengaluru | APR 2021 – DEC 2023

- **Pragmatic Technosoft, Pune (CLIENT) - SR. DIGITAL MARKETING EXECUTIVE**
- Domains Worked : B2B SAAS, Blockchain Marketing Development, Education sector, Finance Sector, IT sector, and Entertainment Sector, Real Estate, Manufacturing, Food & Beverages, Hospitality, Healthcare, etc.
- Team Management, Managing Paid PPC and Social Campaigns, Organic Social and SEO campaigns, Website Management, Optimize various social media sites such as Twitter, LinkedIn, Facebook, Tumblr, Pinterest, etc. Website Designing and Handling Google AdWords
- Area of Specialization- Search Engine Optimization, Social Media Optimization, Digital Marketing, Website Promotion for Google AdWords, Increasing the rank of the website in Google, Responsible for Increasing the traffic in the website, etc.
- Weekly and Monthly report and review, Client reporting, Task allocation, Task review, Daily Activities tracking and reporting, Performance Measuring and analysis, Tracking and goal optimization, etc.
- Domestic Lead Generation with the Help of LinkedIn Sales Navigator & Salesforce
- Increased sales with Email Marketing (with Benchmark, Mail-Chimp., Sending Blue, Zoho)

> MINDPOOL TECHNOLOGIES, PUNE | JUNE 2020 - MARCH 2021

- EXECUTIVE IN DIGITAL MARKETING: Worked on Client Location
- Domains worked: Education sector, Finance Sector, IT sector, and Entertainment Sector
- Developed Effective Brand Marketing Strategies, that stand out the Brand from Education sector strongly in front of Competitors(from 8-10 years in the same field), that resulted in the increased sales.
- Executed on-page, technical and off-page SEO activities, monitoring the SEO campaign performance(SEO Audit), and executed actionable SEO strategies that help to improve SEO rankings. Worked on Different SEO tools like Yoast SEO, SEM rush, Google analytics, Keywords Planner, Search Console, etc.
- Increased sales with Email Marketing (with Mail-Chimp., Sending Blue, Zoho), Search Engine Marketing from Google Ads, Google Analytics, In-App Installs & ROI Campaigns, Social Media Paid Ads, like Facebook/Instagram, Telegram Ads, Graphic Designing with Content Marketing, and SMS Marketing with Paid SMS Marketing Tools

> CRELITE TECHNOLOGIES PVT LTD, AURANGABAD |FEB 2020 - JUNE 2020

- EXECUTIVE IN DIGITAL MARKETING
- Domains worked: Hotel & Restaurants, Health (Hospitals & Medical Devices), IT & Services, Real Estate, Personal Branding, etc.

- Leading team with Graphic Designers, Content Writers, Web Developers to Boost Clients sales - Increased client sales with Google Ads, Social Media Ads, Content Marketing calendars, Graphics Designing, Email Marketing, Paid Ads and Business Generation
- Setup for On-page and Off-page SEO, planning and implementation of SEO activities for mobile applications, Local SEO, SEO Audit, Technical SEO for different domains

> GLOBAL WEBSOFT, AURANGABAD| AUG 2019 - FEB 2020

- SOCIAL MEDIA MARKETER
- Domains worked: News & Media, Personal Branding US & UK Clients
- Paid Marketing tools like Google ads & Social Media Ads

> INDIPROPS PROPERTY MANAGEMENT SERVICES | APRIL 2017 - MAY 2019

- DIGITAL MARKETING HEAD
- Domains worked: Real Estate Developers, Builders, Real estate Branding, Real Estate Professionals & Agents - Developed effective marketing strategies to boost the sales of Client from Real Estate Sector
- Increase Clients sales with effective Lead Generation strategies like Developing Websites with WordPress development, Google Ads, Social Media Marketing with Lead Generation from Facebook/Instagram, LinkedIn, SMS Marketing, Email Marketing, etc.
- On-page/off-page SEO with Keyword Optimization, Optimization of Landing page Website Content for SEO/Keyword optimization, Graphics Designing, and Content Marketing & Market Research

> FREELANCER DIGITAL MARKETER| JAN 2015 - APRIL 2017

- FREELANCER
- Domains worked: Local & Domestic Clients Hotel & Restaurant, Real Estate, Chartered Accounts & Doctors - Execute strategies for content development in coordination with SEO goals, Perform keyword research and content optimization, Administer search engine programs for purposes of diagnostic reporting on client projects
- Increased sales through Social Media Ads, Google Ads, Website Development with Building Public Relations and market research

Academic Qualifications:

- MSBTE University - **Diploma in E & TC**, MIT College, Aurangabad(MH),
- Alive Digital - **Digital Marketing Certification**, Pune
- Manipal University - **Bachelors in Business Administration**, Jaipur

Responsibilities:

- Brand Management
- Effective Marketing Strategies & implementation
- Content Marketing, SEO and SEM
- Paid Marketing
- Email Marketing
- Graphics & Website Development
- Public Relations
- Benchmarking

Key Skills:

Digital Marketing, On-page & off-page Search Engine Optimization (SEO), Social Media Optimization (SMO), WordPress & Shopify website designing, Social Media Marketing, Email marketing, Social Media Marketing, Social Media Strategies designing, Graphics Designing for social media posts, Content creation for Social Media, Unique and innovative ideas, Google Ads, ROI Campaigns, Google Analytics, Paid Advertising, Lead Generation, SMS Marketing, Market Research, Public Relations, Team Management

Certifications:

- Digital Marketing (Alive Digital)
- Digital Marketing (Udemy)
- New Google Ads 2021-2022(Udemy)
- Google Analytics (Google)
- Embracing the Change (HARAPPA)
- Social Media Marketing Certification (HubSpot)

Awards & Recognitions:

- **Outstanding Performance and Contribution** to the Organization by **Pragmatic Technosoft, Pune**

Personal Information:

Date of Birth: 07th February, 1992

Gender: Male

Languages Known: English, Hindi, and Marathi, Sanskrit

Current Address : Flat no. A-501, L-square, Porwal Rd, Kutwal Colony, Lohegaon, Pune, Maharashtra, MH-411047

Permanent Address : 'SHREE NRUSINHA', House No. 1091, Sainagar, Bajrang Chowk, N-6, Cidco, Ch. Sambhaji Nagar (Aurangabad), MH-431001.