

# Pramod Kale

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## PROFESSIONAL SUMMARY

Dynamic marketing professional with over 7+ years of experience driving end-to-end marketing initiatives. Specializing in partner marketing, digital marketing, MDF strategy and planning, and event planning and execution. Proven ability to collaborate on campaigns with strategic partners, enhancing brand visibility and fostering partner relations. Skilled in crafting impactful social media and email campaigns, leading to increased branding, revenue generation, and heightened company prominence. Strong track record of optimizing MDF utilization and contributing to overall company growth. Proficient in monitoring and reporting on marketing objectives for seamless internal communications.

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## WORK EXPERIENCE

### ❖ *Sr. Associate Marketing | Blazeclan Technologies | Pune, India*

April 2023 – Present

- Driving organizational development through meticulous planning and execution of events showcasing cloud and digital transformation solutions.
- Managing global partnerships and vendors for seamless collaboration, including digital marketing strategies.
- Handling partner relationships, orchestrating campaigns, and driving lead generation through digital and social media marketing.
- Managing the Partner Marketing Development Fund (MDF) globally, tracking claims, and optimizing resource utilization.
- Contributing to pre- and post-event campaigns and integrating digital marketing approaches.
- Engage in community-building through meetups and leverage digital platforms.
- Exploring industry events and awards to contribute to organizational growth and prominence.
- Collaborating with major partners like AWS and Microsoft, enhancing key initiatives through digital and social media marketing.
- Staying abreast of industry trends and contributing to strategic positioning with a focus on digital marketing and social media.

### ❖ *Marketing & Operations Manager | Element78 Talent Consulting LLP | Pune, India*

July 2022 - Jan 2023

- Exceeded revenue targets through strategic campaigns and lead generation.
- Managed social media, Email campaigns and digital marketing campaigns.
- Enhanced brand visibility and drove lead generation through effective strategies.
- Established and nurtured strong client relationships, providing tailored solutions.
- Orchestrated impactful marketing campaigns, enhancing brand visibility.
- Managed end-to-end event management for seamless execution of training programs.
- Proficient in creating and negotiating contracts, ensuring transparency.
- Strong analytical and communication skills, facilitating effective collaboration.

❖ **Marketing Manager | Active Communications International | Pune, India**

Oct 2017 – Feb 2021

- Exceeded revenue targets through strategic campaigns and lead generation.
- Managed social media campaigns and digital marketing initiatives.
- Enhanced brand visibility and drove lead generation through effective strategies.
- Established and nurtured strong client relationships, providing tailored solutions.
- Orchestrated impactful marketing campaigns, enhancing brand visibility.
- Managed end-to-end event management for seamless execution of training programs.
- Proficient in creating and negotiating contracts, ensuring transparency.
- Strong analytical and communication skills, facilitating effective collaboration.

❖ **Business Development Manager | Just Dial Ltd | Pune, India**

Jan 2016 – Sep 2017

- Exceeded revenue targets through strategic campaigns and lead generation.
- Managed social media campaigns and digital marketing initiatives.
- Enhanced brand visibility and drove lead generation through effective strategies.
- Established and nurtured strong client relationships, providing tailored solutions.
- Orchestrated impactful marketing campaigns, enhancing brand visibility.
- Managed end-to-end event management for seamless execution of training programs.
- Proficient in creating and negotiating contracts, ensuring transparency.
- Strong analytical and communication skills, facilitating effective collaboration.

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## SKILLS

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|------------------------------|------------------------|-----------------------|
| • Social Media               | • Strategic Thinking   | • Analytical Thinking |
| • Content Writing            | • Creativity           | • Leadership Skills   |
| • Email Marketing & Campaign | • Data Analysis        | • Budget Management   |
| • Event Management           | • Communication Skills | • Networking          |
| • Adobe Photoshop            | • Brand Management     | • Sales Alignment     |
| • Project Management         | • Market Research      | • Negotiation Skills  |
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## CERTIFICATION

- [Hubspot Digital Marketing](#)
  - [Hubspot Email Marketing](#)
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## EDUCATION

**MBA – Marketing | SIMCA | Pune University**

2014-2026

- Paper published on – “Consumer Buying Behavior With Respect To Residential Property In Pune”
- Cultural secretary
- Landed a summer marketing internship at a real estate firm – Nesting Dreams