





Ashish Sakegaonkar

Marketing Manager

Experience - 9+ years

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 LinkedIn

I am a Marketing Expert having experience in planning, building, and implementing digital marketing campaigns across multiple channels and platforms. Proven track record in SAAS Product Marketing, Paid Campaigns, SEO, Social Media Marketing, and Marketing Automation.

Work Experience

Heera Software

Nov 2023 till July 2024 (8 months)

Marketing Manager - Team Lead

- Managing a team of 6 people for marketing activities like SEO, Social Media, and online promotions.
- B2B SaaS Marketing, Lead generation, Demand generation and Account based marketing activities.
- Worked on Product manuals, brochures, datasheets, presentations and various marketing collaterals.
- Webinars management from scratch which includes topic selection, target audience, invitations, emails etc.
- Budget management for overall marketing activities.

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December 2022 till Oct 2023 (11 months)

Senior Marketing Associate

- Implemented SEO strategies resulting in a 25% increase in website traffic within 6 months.
- B2B SaaS Marketing for Supply Chain Software (eg. marketing collaterals, blogs, case studies, whitepapers, brochures etc.)
- Leveraged LinkedIn boost campaigns for social posts, yielding a 30% increase in post engagement and brand followers.
- Utilized HubSpot for managing marketing automation and email campaigns.

Dista Technology

Sept 2019 to Nov 2022 (3 years 2 months)

Marketing Specialist

- Successfully implemented SEO strategies resulting in a 50% increase in organic website traffic and keyword rankings in 1 year.
- Strategically managed Social Media campaigns on various platforms, increasing follower engagement by 30%.
- Led Product Marketing efforts for B2B SaaS products, resulting in increase in user acquisition.
- Coordinated within teams to create marketing collaterals such as case studies, ebooks, white papers, datasheets, brochures.
- Executed email marketing campaigns and newsletters via Engagebay and HubSpot.
- Planned and executed successful Google Ads campaigns, contributing to a 20% increase in leads and conversions.

Triphobo

March 2018 to Jan 2019 (11 months)

Digital Marketing Specialist

- Worked on SEO, Search and Display campaigns for website traffic and lead generation.

GOMO Group

March 2017 to Feb 2018 (1 year)

Senior SEO Analyst

- Accomplished a substantial increase in SEO performance for a diverse portfolio of international clients.

Amura Marketing Technologies

Jan 2015 to March 2017 (2 years 2 months)

Senior SEO Specialist

- SEO strategies for Real Estate clients, resulting in a 30% growth in website traffic and a 20% increase in lead generation.

Talkd

Sept 2013 to June 2014 (10 months)

Market Research Analyst

- Email marketing campaigns for global clients, resulting in a 30% increase in qualified leads.

Education

MBA (Marketing) - Sri Balaji University

BE (Electronics) - Dr. BAMU University

Skills

SEO, Social Media Marketing, SaaS Product Marketing, Content Marketing, Marketing Automation, HubSpot, Google Ads.

Certifications

Google Analytics, Google Adwords, Google Ads (Search, Display, Video, Shopping)