

AMEYA KAKDE

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➤ **PROFILE SYNOPSIS**

Market-savvy professional with 10+ years of experience in Marketing, and demand generation for high technology organizations with hands-on Data Research. Strength in working with clients from different regions to achieve company's objective.

➤ **CORE QUALIFICATIONS**

- Team Management & Lead Generation Marketing
- Digital And Offline Marketing Strategies Designing
- Social Media Marketing
- Email / SMS Marketing and Inside Sales
- Marketing Campaign Management
- Domestic & Overseas Exhibition Management
- ATL and BTL Marketing Campaign Designing

➤ **Software's Knowledge**

CoralDraw, Adobe Premiere, Wordpress, Sendclean, Sendblue, Google Analytics, Data.ai, SAP

➤ **WORK EXPERIENCE**

Avians (Avians Innovations Technology Pvt. Ltd.)

Time period- July 2023 – Till Now

Designation- Asst. Marketing Manager

Responsibilities-

- Managed end-to-end coordination of domestic & overseas exhibitions, including planning, stall designing, logistics, and onsite execution. (India Warehouse Show 2023, CPHI, Constro 2024, Big5 Saudi 2024, MRO Dubai 2024, Intralogistics & Warehouse 2024)
- Executed PR activities, such as magazine ads, Influencer Marketing, to enhance brand visibility and reach target audiences.
- Developing and implementing branding strategies to enhance brand visibility and market penetration.
- Conducting market research and competitor analysis to identify branding opportunities and challenges.
- Designing creatives and brochures that align with brand guidelines, marketing objectives and Ensuring high-quality, engaging, and resonate with the target audience.
- Collaborating with the creative team to develop compelling visual content like anamorphic video creation, Product photography, etc for various marketing channels.
- Reviewing Google Analytics reports to analyze website traffic, user behavior, and campaign performance.

Organization-Sednoid Technologies Pvt. Ltd.

Time period- May 2022 – May 2023

Designation- Marketing Manager

Responsibilities-

- Responsible for developing and executing effective marketing strategies that help promote the company's products, increase brand awareness, and drive sales.
- Conduct market research to identify potential customers, market trends, and competition to understand the needs and preferences of target audience and create marketing campaigns that resonate with them.
- Create marketing materials such as brochures, flyers, social media content, website content, and other promotional materials.
- Create and manage advertising campaigns, including digital and traditional media, also measure the effectiveness of these campaigns and make adjustments as needed..
- Analyze marketing data and provide reports to management to measure the effectiveness of marketing campaigns, identify areas for improvement, and make recommendations for future marketing strategies.
- Responsible for taking care of all marketing efforts are compliant with legal regulations and industry standards.
- collaborate with other departments such as sales, product development, and customer service to ensure that marketing efforts align with overall company goals.

Organization- Concentrix Corporation (Convergys India Services Pvt. Ltd.)

Time period- Oct 2021 - Apr 2022

Designation- Social Media Technical Advisor

Responsibilities-

- Ability to maintain tracking of all communications through phone, email and chat on social media with other internal support team members
- Self-diagnose and flag both common and abnormal issues and escalate when appropriate
- Helping users navigate the client online platform tools to a solution
- Work as a team member, as well as independently and collaboratively to diagnose all technical inquiries about hardware, software, or other designated client products.

Organization- Magpie (Magpie Digital Services Pvt. Ltd.)

Time period- Mar 2016 - Sept 2021

Designation- Marketing Head

Work On Project:

- Pradeep Kolte Builder: Life Republic By Kolte Patil, Western Avenue
- Arun Sheth & Company, IndusInd Bank, Magic-Pin, Phonepe

Responsibilities-

- Handled overall marketing and sales.
- Managed end to end sales and customer success strategies with a team of 12 people.
- Increased adoption and user acquisition of the product by 10% in the span of 6 months.
- Have done Email, LinkedIn and calling and BANT campaigns in various regions for lead generation and qualifying.
- Handling and maintain social media pages. Arun Sheth And Company, K. S. Patil,
- Analyze the market; generate leads as per the sales campaign and target audience.
- Have detailed conversation on the prospect's business scenarios; identify their concerns and the needs and hence maturing the lead to new business opportunities.
- Maintaining good relation with MQLs, keeping in touch and nurturing them to create strong pipeline.

Organization- Skyline Ventures

Time period- Jan 2014- Feb 2016.

Designation- Marketing Executive

Responsibilities

- Worked with internal business development team.
- Identify key decision maker and develop strategic relationship to drive revenue
- Outbound prospecting-Outreach to selected verticals and target clients through email, cold calling and social media.
- Prospecting and developing new business by effectively building prospect intelligence, qualifying prospects and conducting intelligent follow-up communication.

➤ **ACHIEVEMENTS**

- Top Performer Recognition Award of Magpie Digital Services Pvt. Ltd. in 2018.
- Felicitated for Absolute Attendance in 2016 by Sednoid Technologies Pvt. Ltd. Pvt. Ltd.

➤ **EDUCATION**

- **Polytechnic** (Electronics And Telecommunication)-MSBTE-81.27%
- **BE** (Electronics and Telecommunication)-D. Y. Patil Collage of Engineering, Pune University-57%
- **MBA** (Marketing & Business Analytics) – (Pursuing) 2021 – Pune University- FY: 82.60% SY:79.50%

➤ **CERTIFICATION:**

Digital Branding and Engagement (T3 2015) – **CurtinX University**

➤ **STRENGTHS**

- Positive thinking.
- Strong believer of systematic & team approach.
- Adaptability towards new surrounding & enthusiastic towards new aspects of works.

➤ **PERSONAL DETAILS:**

- **Date of Birth** - May 19, 1989
- **Marital status** - Married
- **Languages** - English, Hindi and Marathi.
- **Home address**- Flat No 205, A Wing, Pristine Green Society, Dehu Alandi Road, Chikhli