



ANIRUDHA KHARE

Marketing Professional
9+ years of Experience
MBA- Marketing

EXPERIENCE

• Associate Manager - Marketing

Executive Ship Management's Samundra Institute
Mar'23 - Jul'24

- Developed and executed innovative strategic marketing campaigns that drove a 75% increase in engagement and visibility across social media platforms (Facebook, Instagram, LinkedIn), utilizing analytical skills to assess performance metrics.
- Achieved enrollment targets for high-value Merchant Navy programs, generating a 7X ROI through SEM strategies, including Meta Ads and Google Ads, which led to a 25% growth in course applications across India.
- Represented the institute at maritime industry summits and global conferences, showcasing strong interpersonal skills and effective communication. Planned and hosted 45+ online and offline recruitment events, including campus drives, resulting in a 15% increase in student enrollment.
- Utilized Meta and Google Analytics to create data-driven reports, track KPIs, and present actionable insights for ongoing campaign optimization through collaborative presentations.
- Led a team of three members based in Singapore to implement SEO best practices.

• Social Media Manager

Binary Hat Pvt Ltd

May'22 - Feb'23

- Managed social media accounts for 30 e-commerce websites across the USA and Canada, leading a team of 2 to develop and execute digital strategies.
- Increased engagement and brand visibility from scratch by crafting creative content ideas and implementing comprehensive online campaign strategies.
- Led successful influencer marketing campaigns and created viral reels aligned with the latest trends, driving significant audience growth.
- Executed targeted Facebook and Instagram Ads for both B2C and B2B objectives, including Website Traffic, Engagement, Catalog Purchases, and Lead Generation campaigns.
- Achieved cost-efficiency with CPC as low as \$0.50 and CPR at \$1.20, optimizing budget and delivering strong ROI for paid campaigns.
- Produced and delivered weekly performance reports using Google Analytics and Meta, providing actionable insights to improve digital channel performance.

Professional Summary

Results-driven Marketing Professional with 9+ years of experience. Skilled in creating integrated strategies to boost brand visibility & drive revenue digitally. Expertise in digital channels including social media (Facebook, Instagram, LinkedIn), email, and content marketing. Proven success in optimizing performance and achieving KPIs. Adept at leading teams & aligning marketing efforts with business objectives to deliver impactful results.



9763887352



anirudhakhare1314@gmail.com



**105, Shubharambh Greens, Ravet,
Pune**



[linkedin.com/in/anirudhakhare/](https://www.linkedin.com/in/anirudhakhare/)

EXPERTISE

- Digital Marketing Strategy
- B2B via LinkedIn & ABM (Account Based Marketing)
- Social Media Marketing, SEO, SEM
- Content Marketing, Email Marketing
- Analytics, Reporting, Market Research
- Brand Management
- Team Leadership, Project Management

TOOLS

- Google Analytics and Google Ads
- Facebook Ads Manager & LinkedIn
- Hootsuite, Buffer
- Mailchimp
- SEMrush, Ahrefs
- Canva Pro

LANGUAGE

- English
- Hindi
- Marathi

CERTIFICATIONS

- Google- Fundamentals of Digital Mkt.
- GMB & Google ads by Google
- GAIQ (Google Analytics Individual Qualification)
- LinkedIn- Social Media Mkt. Strategy
- LinkedIn- Marketing Strategy
- LinkedIn- Marketing Solutions

EDUCATION

- **MBA- Marketing**

IICMR, Pune
2021

- **BCA**

Dr. ABT Senior College, Pune
2019

- **Senior Executive - Digital Marketing**

Vidushi Infotech SSP PL

Oct'21 - Apr'22

- Managed social media and Google Ads campaigns for both B2B and B2C companies in USA, Canada, France and UK. Performed customer requirement research to penetrate the market.
- Integrated successful organic and paid campaigns for lead generation and conversion.
- Worked alongside an Account manager to understand client needs, upsell and deliver on requirements.
- Contributed to company's business development through email marketing, newsletters, webinars, and proposal development.
- Produced detailed performance reports, catering to the specific needs of international clients.

- **Senior Executive - Marketing**

DXN Marketing India Pvt Ltd

Dec'17 - Sep'21

- Managed social media accounts for both the company and clients, enhancing branding and promoting new product launches through digital channels while integrating traditional marketing strategies, such as in-person promotions and events.
- Delivered marketing training to over 50 SMEs, blending digital tools with traditional techniques, which improved their market presence by 25%.
- Planned and directed 80+ online and offline events, serving as a speaker or host, resulting in a 30% increase in brand awareness.
- Promoted company social media channels through consistent content and strategic engagement, leading to a 300% growth in followers and a 40% boost in product launch visibility.
- Executed 6+ online contests during the COVID lockdown, driving 20% revenue growth by integrating virtual engagement with existing offline networks.
- Led business development and product knowledge meetings, achieving a 15% increase in new business growth through effective use of digital marketing tools and traditional networking within an MLM structure.

- **Sales Officer**

Tata Business Support Services (Jaguar Land Rover)

Oct'15 - Sep'17

- Engaged in proactive reputation management on social media, handling customer queries, resolving complaints, and maintaining a positive brand presence online.
 - Generated Indian market content ideas to the team in UK for social media accounts growth - Facebook, Instagram, and Twitter.
 - Successfully managed leads on Salesforce - converted leads into sales through targeted phone calls and emails, providing personalized responses and addressing concerns for high-value clients.
-