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## PERSONAL PROFILE

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Results-driven product marketing professional with over 6+ years of experience in driving business growth through innovative marketing strategies. Achieved a 240% increase in organic website traffic valued at \$1.7 million and generated 40k high-value leads, resulting in \$1.3 million in annual revenue. Successfully led the launch and GTM strategy to secure the first 100 paid customers, generating \$100k revenue.

Expert in market research, CRM, brand and content strategy. Proven ability to lead high-performance teams and collaborate cross-functionally with design, sales, and product teams to elevate brand awareness, drive lead generation, and enhance customer retention.

## KEY SKILLS

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**Technical:** Product Marketing, Digital Marketing, Marketing Automation, Branding, Search Engine Optimization (SEO), Social Media Marketing (SMM), Search Engine Marketing (SEM), Email Marketing and Automation, Marketing Analytics, Market Research, Communication Channel Management, Go-to-market strategy, Customer Relationship Management, Lead Generation, Reporting & Documentation, Competitor analysis, Cross-functional Coordination.

**Soft Skills:** Communication, Problem-Solving, Leadership, Collaboration

**Tools:** Mixpanel, Salesmate, ActiveCampaign, Intercom, Zendesk, Mailchimp, SEMrush, Ahref, Google My Business, Google Analytics, Google Search Console, Zoho CRM Plus

## EDUCATION

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**Master of Business Administration (MBA) Marketing from Dr. D Y Patil Vidyapeeth (DPU), Pune - 2021**

**Master of Computer Applications (MCA) from Mumbai University, Mumbai - 2017**

**Bachelor of Computer Science (BCS) from BAMU, Aurangabad - 2014**

## EXPERIENCE

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**Sr. Digital Marketing Specialist at [Posidex Technologies](#) (Sep 2023 – Present)**

Strategy Building & Implementation | Rebranding & Marketing Foundation Development

- Enhanced customer journey life cycle and process, leading to 17% reduction in churn and improved ROI across Indian and Global markets.
- Drove successful rebranding initiatives, aligning with organizational goals and vision, leading to a substantial 11% growth in market share and improved brand recognition globally.
- Laid a foundation for comprehensive marketing initiatives, facilitating impactful campaigns and strategies.

Event Management | Global Event Planning & Analysis

- Strategically enhanced event engagement and satisfaction, resulting in 32% growth in post-event sales, while orchestrating planning for events and conferences, including Gitex in Dubai, Money 2020, CLA, and SFF.
- Represented the company at IBEX 2024, elevating brand reputation and customer retention.

Partnership Management, Marketing Strategy, Customer Segment Marketing & Execution

- Identifying and establishing strategic partnerships with other organisations, managing relationships to ensure ongoing mutual growth and strategic business development
- Enhanced product marketing through effective positioning and differentiation in the market by collaborating with Product Managers to align on key market problems, go-to-market strategy, and plan launches of new features and products
- Developed tailored marketing strategies to effectively penetrate diverse customer segments

**Digital Marketing Specialist at [Xebrium Software Pvt. Ltd.](#) (Mar'21-Jun'23)**

- Boosted lead-to-customer conversion by 42%, significant improving sales effectiveness

- Enhanced productivity by 80% through process automation, resulting in improved marketing strategies and customer engagement.
- Improved organic traffic by 240% using SEO strategies and link-building tactics
- Increased sign-ups by 39% and CTR by 28% by improving product positioning and email marketing
- Analysed marketing analytics and user feedback to guide digital marketing strategy, resulting in a 23% increase in customer engagement and retention.
- Led a successful go to market initiative and fine-tuned the campaign, yielding a 11% lift in conversion rates and improved overall business performance.

#### **Total Dental Care Pvt. Ltd. ([SabkaDentist](#))**

##### **Digital Marketing Executive (Apr'2018-March 2021)**

Key Achievements | Local SEO Optimization, Search Engine Ranking, Digital Advertising, Website Development, Customer Engagement & Satisfaction

- Achieved a significant increase in monthly website organic traffic, valued at USD 1.7 million, acquiring 40k organic leads
- Secured top 3 positions on Google for 816 keywords and positions 4 to 10 for 922 keywords
- Restructured Google My Business listings, resulting in a 75% increase in online reviews and 1.9L monthly call enquiries across 86 clinic locations
- Optimized paid campaigns and Facebook ads, leading to a 25% increase in click-through rate (CTR) and a 20% decrease in cost-per-click (CPC)
- Managed social media, chat bots, and loyalty programs, boosting customer satisfaction by 17%

#### **Total Dental Care Pvt. Ltd. ([SabkaDentist](#))**

##### **Digital Marketing Trainee (June'2017-April 2018)**

SEO Strategy Development, Performance Reporting & Competitive Analysis

- Curated and executed SEO strategies tailored to multiple clients
- Generated weekly reports detailing progress towards achieving KPIs objectives
- Conducted in-depth analysis of competitor activities, focusing on keywords, landing pages, bid placement, and ad placement for informed decision-making

#### **ADDITIONAL EXPERIENCE**

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#### **Total Dental Care Pvt. Ltd. ([SabkaDentist](#)) (June 2019-March 2021)**

##### **SabkaDentist Network Partner**

SDNP is a franchise program designed to onboard dentists aiming to set up their own clinics or dentists with existing clinics looking to expand their business operations.

- Enhanced market reach by 120% within a span of 3 months through strategic planning and implementation of paid and organic campaigns
- Optimized communication channels between the company and its partners, ensuring efficient and seamless collaboration