**MILIND PATANGE MANOHAR**

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**PROFILE**

A self-directed and result-oriented professional offering expertise in executing web marketing strategies for multi-million dollar businesses, spanning diverse industries/sectors, driving growth and profits in competitive markets. Consistently contributes innovative solutions, quick learner with strong technical and communication skills. Proven record of success in conceptualizing and integrating campaigns, that effectively, reinforces and builds the brand image.

**SKILLS**

* Digital Content Strategy & Design
* SEO (Search Engine Optimization), SEM/PPC Optimization (Search Engine Marketing/Pay Per Click)
* Web and Data Analytics/Business Intelligence (BI)
* Email Marketing
* Social Media Marketing & Community Management
* Blog/Article/Social Media content writing
* Website design & development
* Content Management
* UX/UI design and implementation
* Project Management
* Recruitment, Coaching and Performance Management
* Process/Quality Improvement

**TECHNICAL:**

* Tools: **Google Ad words, Google Analytics, Google Tag Manager, Google Keyword Planner, Tableau, Adobe Analytics (Omniture), Adobe Target, Adobe Photoshop, Adobe Illustrator, Facebook Ad Manager, Webtrends, MailChimp, Dreamweaver 6.0**
* Platforms: **SharePoint 2010 and 2013, Vignette 7 (Enterprise Content Management - ECM), Adobe Experience manager (Digital Transformation) CQ5, Wordpress**
* Language: **HTML, Java Script (jQuery), CSS**
* Proficiency in **MS Power Point, MS Word, MS Excel**

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| **CERTIFICATIONS** |

Professional diploma in Digital Marketing from DMI, Ireland University

**WORK EXPERIENCE**

**DELOITTE**

**Digital Strategist/Assistant Manager -** Oct 2015 – Feb 2019

* Created and executed B2B and B2C digital campaigns on social media, community engagements and Deloitte sites for various clients/brands, and was able to achieve an efficiency improvement of **27% YoY** with optimized bidding costs. Led website design and development for Deloitte clients.
* Analyze the overall campaign ROI and suggested strategies for efficiency gains. Was able to reduce marketing costs by **14%** over the last year (2018).
* Web and Data analytics for campaign tracking - Prepared site metrics and visualization reports from the data obtained from Omniture (Adobe Data Analytics) and Tableau. Analyzed the data to create custom dashboards with recommendations to optimize site traffic, improve ROI on campaign promotions, content structure and placement.
* Worked with designated senior managers to optimize content for online assets to drive growth and enhance business and improve repeat web site traffic by **25% YoY**. Implemented strategies to convert the volume of inbound leads acquired through SEO activities. Collaborated closely with sales and business development teams.
* Executed SEO/SEM/Social Media/Email campaigns and prepared reports using different tools such as Webtrends, Omniture and Tableau to measure the campaign tracking/digital strategy goals and suggest enhancements accordingly to the leadership.
* Enhance the conversion rates through A/B (split testing) and multivariate testing using Adobe Target tool – achieved an efficiency rate of **18% YoY** through these approaches.
* Developed content classification and tagging systems through appropriate site tagging approaches using Google Tag Manager (GTM) to simplify the tag implementation and management process.
* Executed web-strategies to ensure enhanced aesthetic and functionality of all brand websites through effective UX and UI designs.
* Spearheaded the design and implementation of content across all platforms such as Facebook, Instagram, Yammer, Sharepoint, etc in the form of blog posts, info graphics, websites, and general company updates, ensuring that all content is current and accurately reflects the brand identities.
* Secondary research to capture major industry trends, to identify potential opportunities, and mapped them with the firm’s service offerings to create periodic reports.
* End to End Project Management with more focus on client relationship management – Been involved in project planning, project execution, Budget optimization, resource allocation to manage and deliver multiple projects. Established processes for new projects & conducted regular audits of the DeloitteNet sites.
* Quality: Setting up standard guidelines and process flows – Served as the quality reviewer of the team and also served as a mentor/career counselor to the counselees. Also, demonstrated departmental agility by taking on ad-hoc tasks and projects, as needed.

**SOCIETE GENERALE**

**Senior Associate -** Sep 2014 -Sep 2015

* Digital Marketing lead for APAC region(for FSSG - Financial Shared Services Group) responsible for managing the Knowledge/content workflow of different finance departments on Synapses tool based on SharePoint 2010 and 2013 platform.
* Drive social media campaigns on Facebook, Yammer etc.
* Formulated online strategies and campaigns to promote content on internal/external sites and developed content for articles, blogs, newsletters and social media in line with the online marketing goals.
* Campaign Tracking - KPI and ROI management of Digital campaigns and suggest strategies for improvements – was able to bring an efficiency gain of **14% YoY** through effective bids and quality scores for each campaign.
* Captured and analyzed the web trends - Performed monthly audit of all sites, analyzed the metrics, prepared reports and suggested strategies to site owners for increasing the web traffic/leads.
* Conducted periodic discussions with financial controllers from different functional teams to gather new business requirements, served as a consultant to these teams in designing their taxonomy workflows, site tagging, executing campaign management through SEO, SEM (PPC/Google Adwords), Social media marketing techniques and drive growth strategies using data analytical tools such as Adobe Analytics and Tableau.
* Executed discussions and brainstorming sessions with core committee members and their teams through communities, blog writing and discussion boards.

**DELOITTE**

**Analyst -** June 2012 – Aug 2014

* Responsible for the maintenance, deployment and distribution of Content by designing websites, blogs, articles, newsletters in Deloitte Internal Sites.
* Drive end to end campaign management process on the web and optimize them to generate web traffic/leads through organic search (SEO), SEM, social media and email marketing techniques.
* Achieved an ROI of **12% YoY** for Pay-Per-Click Ads optimization through Google Adwords.
* Facilitated Knowledge transfer with clients and marketers by making presentations, WebEx meetings, and Knowledge Sharing sessions.
* Conducted secondary research using internal and external data sources to generate periodic reports and case studies.
* Informed Decision making to clients through campaign tracking - Prepare and analyze monthly metrics reports for intranet site usage numbers, their growth, and future prospects through Adobe Analytics and Tableau tools and communicating status updates through mails as well as weekly status calls with Content Managers in US.

**EDUCATION**

* **Master of Business Administration (Marketing)** from IBS -2012
* **BACHELOR OF Engineering (Computer Science)** from BNM Institute Of Technology – 2008

**KEY ACCOLADES**

* Involved in community development activities in Deloitte and lead a thread for “Impact Day” event for US.
* **PROJECTS** - Received Applause awards from Deloitte leadership for leading projects for ‘Public Sector forum’ and ‘Deloitte Facebook’ for a major Finance institution in North America that involved setting up a internal Facebook site from scratch and promoting the Public Sector Forum event extensively through web marketing techniques leading to an enhanced site usage rate by **47%**, captured through the metrics report.
* Won the Platinum award from IDBI Federal Sales and Marketing president for generating business of (8000 CAD) during the Summer Internship tenure.
* Passionate about networking, travelling, trekking, and exploring new places, playing cricket, badminton and chess.