



# MAHENDRA RAYGADE

## DIGITAL MARKETING MANAGER

### ABOUT ME

As a marketing professional with over 8.2 years of progressive experience as a Digital Marketing Manager, SEO, SMM, PPC Lead Generation, Brand awareness, promotion in marketing, Awareness, Consideration, Conversion, Traffic conversion on the page and off-page optimization in digital marketing, PPC (Pay-per-click) Paid advertising campaigns, Performance Marketing & Programmatic ads marketing, Native ads.

### WORK EXPERIENCE

#### Digital Marketing Manager

At Spexmojo Technologies Private Limited.  
Bangalore, December 2021- April-2023.

Worked on Domain: Digital Marketing  
(Manufacturers Spectacle and Eyeglass Frame)

Spexmojo is India's largest eyewear discovery platform. Browse thousands of eyewear styles from top national & international brands.

#### Digital Marketing Manager

At AbheeVentures Pvt.Ltd., Bangalore.  
December 2020-December-2021.

Abhee Ventures Real Estate Builders and Developers Company.

#### Digital Marketing Manager

At WeP Solutions Limited Bangalore.  
August-2017-April-2020 .

WeP was established in the year 1988 as a part of Wipro's domestic IT business. Manufacturers Retail Billing Printer, Pos, xerox machine RICOH.

#### UI Developer & SEO Executive Analysis

At Precise IT Solutions Pvt. Ltd.  
Pune. February-2015-July 2017.

Precise IT Solutions is an organization, offering Software Solutions, products, and services along with Web Development, Mobile Development & Online promotions like Search Engine Optimization as well as Social Media Optimization to our clients.

### EDUCATION

- MCA in Computer Application  
Pune University, 2012.
- BCA Bachelor of Computer Application  
M.C.R.P.V Bhopal University,  
2007.
- HSC MP Board , 2004.

### CERTIFICATION

Google Digital Marketing & E-Commerce Professional Certificate.  
Flipkart Ads Campaign Module Basics And Benefits module.  
Google Ads Search Certification.  
Google Ads Display Certification.  
Google Ads Video Certification.  
Google Shopping Ads.

### LANGUAGES

- English
- Hindi
- Marathi

### CONTACT

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 Bangalore INDIA

## INDUSTRY PREFERENCE

IT/Retail/E-commerce/ Education/  
Healthcare/ Real Estate/  
Jewellery/Service or Product  
Based.

## TECHNICAL SKILLS

Web Development: WordPress, JavaScript,  
HTML5, CSS3, Frameworks: CMS & ERP.

NopCommerce, Magento, Zoho, Zapier, 4QT

Database: MySQL.

Role of Digital Marketing:

SEO, SMM, PPC, ON-Page, Off-Page,  
Google Adwords, Analytics.

## ONLINE SALES PRODUCT EXPERIENCE IN E- COMMERCE INDUSTRY

E-Commerce: Amazon, Flipkart, Paytm,  
Snapdeal JustDial, IndaiMart, GeM:  
Government e-Market, Udaan.

## SEO TOOLS

Hubspot

SEMrush

Similarweb

Ahrefs

Moz

## SOFT SKILLS

Team Work.

Leadership.

Time Management.

Communication.

Learn with new technology.

## PROFESSIONAL SUMMARY

I have successfully developed and executed digital marketing campaigns across a range of channels and platforms.

Paid advertising PPC (Pay-Per-Click Advertising) on Google, Facebook (Meta), Instagram, YouTube, and all social media platforms. Implementing digital marketing techniques as per the strategic plan presenting the lead generation from Facebook, and Google ads, Twitter, YouTube Ads, Instagram, and LinkedIn, by monitoring and reporting, and tracking the performance of the websites.

- Google Ads: shopping campaign ads, search ads, display ads, and mobile text ads.
- YouTube ads: Skippable in-stream ads. Non-skippable in-stream ads (including bumper ads).
- (UAC)Universal App Campaigns.Google Search.Google Play, YouTube, Google Display Network.
- Google Admob: mobile ads app installs ads for ios /android
- E-Commerce:Amazon,Flipkart,Paytm,Snapdeal JustDial, IndaiMart, GeM: Government e-Market, Udaan.
- Optimizing on-page activities like Meta Tag Creation, keyword Analysis, Google Analytics, Google Webmaster, etc.
- Google AdWords shopping campaign ads, search ads, display ads, and mobile text ads.
- Optimizing off-page activities like Social bookmarking, Directory Submission, and Forum Posting.
- Blog Commenting, Article Submission, Link Building, Yahoo, Quora, etc.
- Tracking, analyzing, and reporting the performance of various client web pages using Google Analytics tools.

## PLATFORM COMPETENCY

Google AdWords. PPC Ads.  
Google Analytics. Google Tag  
Manager.Google Business  
Profile YouTube. Facebook  
(Meta).Instagram. LinkedIn.  
Twitter. WhatsApp Business  
Blog. Quora.Pinterest. Tumblr  
Algebra.Native Ads Taboola.