

# ADITYA DABHADE

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Experienced digital marketing professional with **2 years** as a **Digital Marketing Executive** and **1 year** as an **Operations Manager**. Expertise in diverse industries, including ITeS, manufacturing, fitness & wellness, healthcare, and carbon offsetting. Skilled in strategic campaign management, team leadership, SEO, Paid Ads (Google & Social Media), and Email Marketing. **Achievements** include launching a successful marketing campaign for a **B2B Marketplace Startup** with over **2000 businesses** registered in a month, growing a **fitness & wellness brand's social media** to **383K followers**, and **reducing operational costs by 20%** through **vendor network management**.

## WORK EXPERIENCE

Operations Manager	Kalpins - Marketing Solutions	Aug 2020 – Aug 2022
<ul style="list-style-type: none"><li>Planned and managed the <b>launch of a new product marketing campaign</b> for a <b>B2B marketplace</b> which resulted in <b>over 19 lakh impressions</b> on and within a month of campaign launch.</li><li>Managed and grew a <b>facebook page</b> for <b>fitness and wellness brand</b> through organic (posts, blogs, infographics, e-books) and paid ads (Facebook, Instagram) with an <b>objective of creating brand awareness</b>, resulting in a <b>follower count of 383K</b> and a <b>page rating of 4.5/5</b>.</li><li>Planned <b>Linkedin outreach strategy</b> for the co-founders at Kalpins) that resulted in <b>10-15 qualified leads</b> and <b>1-2 conversions</b> per month.</li><li>Created and <b>managed</b> a network of <b>10+ vendors</b> (<b>video production, market research, software development</b>), <b>reducing operational costs by 20%</b> while enhancing service quality.</li><li><b>Managed a diverse team of 10 professionals</b> and <b>initiated a structured internship program</b>, contributing to exponential team growth and success.</li><li><b>Crafted video scripts</b> and <b>storyboards</b> for personal branding videos (for CEOs), resulting in a <b>40% increase</b> in online engagement.</li></ul>		
Digital Marketing Executive	Kalpins - Marketing Solutions	Jul 2019 – Aug 2020
<ul style="list-style-type: none"><li>Launched a <b>successful SEO campaign</b> for a <b>global software solutions company</b>, ranking the client's website <b>first on Google SERP</b> for <b>5 critical sales-oriented keywords</b>.</li><li>Executed <b>in-depth keyword research</b> and <b>managed a team of content writers</b>, resulting in a <b>40% increase</b> in organic website traffic.</li><li>Supported marketing efforts by <b>writing and editing 75+ social media and email campaigns</b>, leading to a <b>25% increase</b> in social media engagement and a <b>15% improvement</b> in email click-through rates.</li></ul>		
Digital Marketing Intern	Kalpins - Marketing Solutions	Jan 2019 – Jul 2019
<ul style="list-style-type: none"><li>Utilized various <b>data extraction tools</b> (<b>phantombuster, web scraping, octoparse</b>) to <b>provide valuable insights</b> for marketing campaigns, enhancing campaign effectiveness.</li><li>Conducted <b>in-depth research to identify online platforms</b> relevant to the business, to assist in creating the <b>target audience specific</b> content.</li></ul>		

## PROJECT

**Bombay Shaving Company (Charter)** | Created a Go-to-market strategy for launching new categories of razor Aug 2023 - Sep 2023  
This month-long project demanded in-depth **market analysis, growth planning**, and a comprehensive **all-channel launch plan for a real live problem**, emphasizing originality and rigorous problem-solving. It culminated in a rigorous presentation before industry experts.

## EDUCATION

<b>Stoa   General Management Program</b>	Feb 2023 - Sep 2023
<ul style="list-style-type: none"><li>Gained hands-on experience projects in business strategy, economics, marketing, branding, finance, and venture creation.</li><li>Secured the <b>1st position in a Goal and Alignment Case competition</b> by creating and presenting an expansion strategy for a EV ride-sharing company.</li><li><b>Conducted market research for the Indian pet care market</b> for building a <b>tech-enabled solution</b> that can create access to pet care services in an organised manner in Tier 1 metros.</li><li><b>Conceptualized and wireframed a solution</b> for Swiggy's users struggling to decide "<b>what to eat</b>", impacting the <b>conversion rate</b>.</li></ul>	
<b>Savitribai Phule Pune University   Bachelor of Engineering, Mechanical</b>	May 2014 – May 2018
<ul style="list-style-type: none"><li>Worked on university's Energy Department project and successfully <b>designed and built a prototype</b> of a system to increase the efficiency of the solar water heater.</li><li><b>Ranked among top 5%</b> of the batch (Mechanical Department)</li></ul>	

## SKILLS

**Technical:** SEO, SEM, SMM, Google - Analytics, Search Console, Keyword Planner, Ubersuggest, Hootsuite, Notion, MS Office  
**Certifications & Training:** Digital Marketing (Digital Vidya), General Management Program (Stoa)

## ADDITIONAL

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NASSCOM Foundation | Volunteer

*Jul 2020 - Jan 2021*

- **Generated awareness around the social causes** like Child Online Protection, Environment, Social Innovation, Mental Health, Healthcare, Digital literacy for the elderly, etc. via Twitter which resulted in **50K+ impressions in 6 months**.