

RESUME

Sagar Dyaneshwar Davlekar.

Mumbai, India | +91 7875153108

sagardavlekar100@gmail.com



➤ Summary

Dynamic and results-oriented **Digital Marketing Manager** with over **10+ years of experience** leading online marketing strategies across B2B and B2C domains. Proven expertise in SEO, SEM, paid advertising, content marketing, analytics, and team leadership. Strong background in project management, sales operations, and digital transformation for industrial, healthcare, and eCommerce sectors. [Amazon, Flipkart etc..] Passionate about using data to optimize campaigns and drive business growth.

◎ CORE SKILLS

- ✓ SEO: Keyword research, On-page optimization, Technical SEO, HTML, backlink strategy,
- ✓ SEM: Google Ads, YouTube ads, PPC Campaign management. Performance marketing.
- ✓ Social Media: Content creation, Meta ads, LinkedIn, Influencer marketing,
- ✓ Analytics: Google Analytics, Performance tracking, Monthly Reporting, PPT.
- ✓ Email Marketing & CRM (HubSpot, Mailchimp, Salesforce)
- ✓ Tools: SEMrush, Ahrefs, Screaming Frog SEO, Canva etc.
- ✓ eCommerce Platforms, Quick commerce Platforms Onboarding Process, ads & Sales management
- ✓ Budget Planning & Campaign Reporting, Team Leadership & Stakeholder Collaboration

◎ Software Implementation

- ✓ Implemented Unicommerce to streamline operations across all eCommerce platforms including Amazon, Flipkart, and others.
- ✓ Led the implementation of LinkedIn Sales Navigator (Corporate Plan) and leveraged it effectively for targeted lead generation and outreach.
- ✓ CRM – Knowledge of bitrix24.com, Salesforce, Proficient in CRM software and sales analytics tools.



➤ **Ami Polymer Pvt. Ltd. (Mumbai, Silvassa)**

Dec 2024 Present

Designation: - Digital Marketing Deputy manager

- Developed integrated digital marketing strategies to enhance brand positioning in the polymer industry
 - Increased organic traffic by 40% through SEO improvements and content revamp.
- Managed and mentored a team of 11 digital marketing professionals. (Web Developer, Graphic Designers, Ecommerce, SEO, Social media, Inventory management)
- Managed a monthly ad spend of ₹10L+ across Google, LinkedIn, and Meta. (International ads Campaign)
- Managed all facets of an e-commerce platform, including on-boarding, product listing, pricing strategies, ad campaign execution, sales optimization, and inventory control.

➤ **Halewood Laboratories Pvt Ltd. (Mumbai)**



March 2023 - April 2024

Designation: - Digital Marketing Manager

- **Job profile:** - (Manager) – Project Management, Manage Ecommerce Platform Marketplaces (Amazon, Flipkart, 1mg etc.) SEO, SMM, Paid advertising, Email Marketing, Marketing Strategy, .

- Led eCommerce marketplace growth (Amazon, Flipkart, etc.) - Delivered 50% boost in social engagement and 25% increase in email subscribers - Oversaw creative content, influencer partnerships, and ad spend optimization.
- Collaborated with external agencies to design, post, and launch a successful influencer marketing campaign, increasing brand visibility among the target audience.

➤ **Umang Pharmatech Pvt. Ltd, (Mumbai)**



May 2015 - Jan 2023

Designation: - Digital Marketing Manager

Job profile: - (Head of Team) - SEO, SMO, Email Marketing, Marketing Strategy, Web Specialist, Hosting Management, Web Developer, Graphic Design creative, Domain management, cPanel Database, CRM, WordPress Development, Sales Strategy Development, Handling Enquiries and Quotations.

- Owned email planning and execution of email marketing campaigns, resulting in 40% lead generation through Email marketing.
- Lead a team of 2 digital marketers, 2 Web Developers, and 1 Graphic Designer, providing guidance, training, and performance evaluations to ensure the team's success and professional growth.

- Manage SEO initiatives, achieving a 30% increase in organic website traffic and a 40 to 50% improvement in keyword rankings Every Year.
- Collaborate with cross-functional teams to optimize user experience, resulting in a 15% increase in website conversion rate.
- Responded to customer questions with thorough detailed answers, Live chat, Calls and Mails.

- **Bsf Web Solutions Pvt Ltd (Mumbai)**

July 2013 to June 2014 (Company Closed)

Designation – Sr. SEO

Job profile: - Performed comprehensive SEO activities including on-page and off-page optimization, keyword research, website audits, and link building to improve search engine rankings. Successfully managed client projects end-to-end for all SEO-related tasks.

- **SKI.USA.INC (Mumbai)**



Sep 2011 to Dec 2012

Designation – SEO Executive

Job profile: - Executed off-page SEO techniques including directory submissions, social bookmarking, article submissions, blog commenting, link exchanges, forum postings, and press release distribution to enhance website authority and backlink profiles.

➤ EDUCATIONAL QUALIFICATION

EDUCATION	BOARD	YEAR
S.S.C	MUMBAI	2004
I.T.I.	MUMBAI	2005 to 2007
NCTVT Exim	MUMBAI	2008
H.S.C	MUMBAI	2011
T.Y.B.COM	Yashwantao Chavan University	2017
P.G.D.M (Marketing)	We Welingkar Institute	2022 to 2024

● PERSONAL DETAILS

Date of Birth: 22 April 1989

Languages: English, Hindi, Marathi

Interests: Traveling, Dancing, Cricket

<https://www.facebook.com/sagardavlekar>

<https://www.linkedin.com/in/sagar-davlekar-ab751078/>

+91 7875153108

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