



Saikumar Gandhaphule

Advertising & Automation Lead

+91 9890344874

saikumargandhaphule@gmail.com

[Saikumar Gandhaphule](#)

MBA- (Marketing): Pune University

About Me

An MBA from the University of Pune with 5+ Years of Experience, Leading result-driven digital marketing strategies for clients in diverse sectors.

Achievements

- Awarded as **Employee Of The Year(SocialChamps)** in 2019
- Recognized 3 times as **Creator of the Month** in just 6 months
- Completed **Advanced Digital Marketing** certification by Lips India Pune.
- Conducted a **Art Of Living Yoga workshop for 150 Medical students** at Govt. Ayurvedic College, Nanded.

Tools/Platforms

- **Advertising Platforms-** Google Adwords, Meta Ads (Facebook & Instagram), LinkedIn, Twitter, Taboola & Columbia
- **Data Analysis-** Google Analytics, Looker Studio, Microsoft Excel & Powerpoint
- **Automation Tool-** CleverTap
- **CRM-** Zoho, Leadsquared
- **Connectors-** Zapier, Pabbly
- **Email-** MailChimp, Netcore
- **CMS-** WordPress
- **Design-** Canva & Photoshop(Basic)

Personal Details

20th July 1995

Languages Know: English, Hindi, Marathi, Telugu and Kannada.

Career Summary

SocialChamps Media Pvt. Ltd.

Advertising & Automation Lead [April'20 - (Working)]

- Plan **result oriented marketing strategies**, Monitor user behaviour & Analytics to optimize campaigns in discussions/inputs from client
- Plan end to end Automation- WhatsApp, Email & SMS and Plan LP Layout, Ads Communication
- Managing team of **8 Advertisers**
- Currently Managing **Monthly spend of ₹60Lacs+**
- **Key Performance-**
 - **Real Estate:** Kumar Megapolis Hinjewadi, Pune - Sold 25 2BHK flats in an impressive 3-week sales period
 - **Healthcare:** AyurVAID, Bangalore - Achieved 144% increase in appointments while reducing cost per appointment by 24% within just 6 Months(Dec'22-June'23)
 - **Fintech:** Hedged(Octanom Tech), Mumbai - Achieved 200% increase in registrations while reducing cost per registration by 52% in just 4 Months(March'22-June'23)

Project Manager (May'19 - March'20)

- Strategising and implementing marketing strategies best fit for brands offering & target audience.
- Client Communication & Team Management
- Managed complete marketing automation using Clevertap for InvestorAi
- **Key Performance-** Folk Fitness(healthcare brand) planned a campaign & build 10k+ [Facebook Group](#) Community.

Social Media Associate (July'18 - April'19)

- Plan & execute Social Media Campaigns
- Plan & co-ordinate with Ads team for Sales Campaigns
- **Key Performance-** Within 6 months Social Media Engagement is increased by 40% & Website sales is increased by 60% for Vega Helmets India.

Loylty Rewardz Mngt Pvt. Ltd. Mumbai.

Marketing Intern. (May'17 - Sept'17)

- Collaborate with Brand & Digital team and Vendors to execute promotional campaigns.

Brands worked with so far

- **Real Estate-** Kumar Properties, Kasturi Housing, Kundan Spaces, BramhaCorp & Naiknavare Dev.
- **Healthcare-** Bakson Homeopathy, AyurVAID & Folk Fitness
- **Fintech-** Hedged by Octanom, InvestorAi & CoinSwitch
- **Insurance-** Kiwi Insure
- **Real Estate Marketing Agencies-** Xanadu & Justo
- **Education-** LearnCab & Takalkar Classes
- **Digital marketing agency-** Zo Agency (USA Agency)
- **Motorbike Accessories-** Vega Helmets India

Strengths: Quick learner & Team player