

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.

Saikumar Gandhaphule

Advertising & Automation Lead



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in Saikumar Gandhaphule



MBA- (Marketing): Pune University

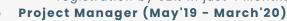
Career Summery

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)



- 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