

## **Divyaprasad Digambarrao Pande.**

D-1007, Ashraya Housing Society, Near Water Tank,  
Opposite Weekly Bazar, Wadgaon Shinde Road, Lohegaon, Pune.  
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### **Career Summary**

- 7.5+ years of professional experience in Digital Marketing, Lead/Demand Generation, Market Research
- In-depth knowledge of SEO, SEM, SMM, PPC, Web Analytics, E-mail marketing, Programmatic Ads
- Expertise in DSP platforms like DV360, Google Ad Manager (DFP)
- Well versed with lead and client interactions (also acted as SPOC) to collect and shape project requirements.
- Deft in organizing, interpreting and communicating market information to facilitate the decision making process of the top management.
- Exposure in handling Marketing & Business Development activities, analyzing market trends and establishing healthy & prolonged business relations with the clients.
- An effective communicator with excellent analytical, problem solving and interpersonal skills.
- In depth knowledge of the Marketing and Lead Generation enabling channels & tools like Google Ads, LinkedIn, Benchmark, ActiveCampaign, HubSpot etc.
- Hands-on Experience on SEMrush, Ahrefs, Ubersuggest tools and Hands-on workable knowledge of Photoshop, Illustrator & InDesign.
- Extensive knowledge of website design tools and platforms.
- Experience in leading cross-functional teams comprising Lead Generation executives, Market Research Analysts, Brand Consultants, Content Writers, Marketing Communications specialists, Designers and Developers.
- Seeking for a suitable long-term opportunity in the field of Marketing.

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### **Key Strengths**

- Highly organized, results-oriented
- Strong Leadership
- Team Management
- Good verbal and written communication skills.
- Process oriented but flexible based on the task.
- Multi-tasking: Able to manage projects simultaneously and effectively.
- Knowledge of MS Office, Marketing Automation Tools (Benchmark, Hubspot, Zoho CRM), Project Management Tools (Asana, Jira, Trello, Slack, etc).
- Ability to coordinate within the team and cross-functional departments.

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### **Certification**

- HubSpot Academy - Content Marketing Certification
- HubSpot Academy - Inbound Marketing Certification
- Certification – Native Advertising Strategy Expert
- Google Digital Unlock Certified
- Google Ads Search Certification
- Google Ads Display Certification
- Google Shopping Ads Certification

- Google Analytics Individual Qualification Certification
  - SEMrush Technical SEO Exam Certified
  - SEMrush SEO Fundamental Exam Certified
  - SEMrush Site Audit Exam Certified
  - SEMrush On-Page & Technical SEO Test Certified
  - SEMrush Link Building Test Certified
  - Certification of Advance Digital Marketing Course.
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## Professional Experience

### 1. Senior Manager - Search Marketing

*Machintel Systems Pvt Ltd*

Duration: September 2020 – Till Date

#### ❖ Key Roles & Responsibilities

- Leading the corporate marketing for Deck 7, Media 7, and 31 publication websites which are US & India based entities of Machintel Systems.
- Managing client projects, their requirements and project progress reporting.
- Client Communication and Coordination.
- Strategizing the SEO, PPC, Social and Email marketing operations for Deck 7, Media 7, and 31 publication websites.
- Conducting competitor research, analysis and implementation of strategy accordingly.
- Planning and running outreach programs through various channels including search, display, social, email etc.
- Implementing & Managing Google Ads, Bing Ads Campaigns - Search Ads, Display Ads & Re-targeting Ads
- Building Online Multi-channel marketing & Re-marketing Strategies for the company.
- Building Account Based Marketing (ABM) Strategies via PPC and LinkedIn.
- Solid hands on DFP, DV360, ADX, DMP
- Plan and execute campaigns through display using DSP platforms for internal marketing & the client
- Ad management for our network of 31 publications through DFP & AdSense.
- QA for all campaigns that go live.
- Working on optimization plans on a campaign-by-campaign basis to maximize both yield and advertiser performance
- Reporting and analytics
- Strategizing, implementing, and successful execution of campaigns on Google Ad manager (DFP) platform for clients.
- Keyword research in coordination with business objectives to optimize existing content and uncover new opportunities.
- SEO analysis and recommendations in coordination with elements and structure of websites and web pages.
- Recommendations and execute strategies for content development in coordination with marketing goals – general and keyword specific.
- Administrating search engine programs (XML sitemaps, webmaster tools) for purposes of diagnostic reporting on project.
- Implementing link building campaigns in coordination with SEO goals.
- Keeping pace with SEO, search engine, social media strategy, and keyword rankings.
- Responsible for developing and implementing SEO strategy by using Google analytics.
- Monitoring Google analytics dashboards, reports and key reporting tools, and point out key areas of importance in according client goals.
- Tracking progress of the campaigns & maintaining daily and weekly reports.
- Interaction with prospect(s) through Email, Social and Tele to further qualify the leads.
- Managing a team of SEO specialists, social media specialists, SEM specialists, email marketing specialists.
- Implementing the marketing budgets for tech stack and paid promotions.
- Coordinating with web development team, content writing team, design team on a day-to-day basis.
- Developing and execute the training plan for the search, social marketing team.

## ❖ Achievements

- Top Achiever of Quarter 4
- Boosted in lead generation by 300% in 11 months
- Organic website traffic increased by 600%
- Paid website traffic increased by 2000%
- Conversion increased by 300%
- ROI increased by 300%

### 2. Team Lead - Digital Marketing

*Markspace Media Pvt Ltd*

Duration: December 2019 – September 2020

#### ❖ Key Roles & Responsibilities

- Leading the corporate marketing for Markspace Media and Forencis Research which are US & India based entities of Markspace Media.
- Managing client projects, their requirements and project progress reporting.
- Client Communication and Coordination.
- Conducting competitor research, analysis and implementation of strategy accordingly.
- Keyword research in coordination with business objectives to optimize existing content and uncover new opportunities.
- SEO analysis and recommendations in coordination with elements and structure of websites and web pages.
- Recommendations and execute strategies for content development in coordination with marketing goals – general and keyword specific.
- Administrating search engine programs (XML sitemaps, webmaster tools) for purposes of diagnostic reporting on project.
- Implementing link building campaigns in coordination with SEO goals.
- Keeping pace with SEO, search engine, social media strategy, and keyword rankings.
- Responsible for developing and implementing SEO strategy by using Google analytics.
- Monitoring Google analytics dashboards, reports and key reporting tools, and point out key areas of importance in according client goals.
- Tracking progress of the campaigns & maintaining daily and weekly reports.
- Planning and running outreach programs through various channels including search, display, social, email etc.
- Manage Paid Facebook Campaigns - Lead generation, Brand Awareness, & measuring results.
- Manage Google Ad Campaigns - Display Network, Brand Awareness, Remarketing Campaigns & measuring results.
- Managing Team of Digital Marketers, Graphic Designers, Video Editors & Content writers.

### 3. Senior SEO Executive

*Transparency Market Research Pvt. Ltd.*

Duration: May 2018 – September 2019

#### ❖ Key Roles & Responsibilities

- Conducting competitor research, analysis and implementation of strategy accordingly.
- Keyword research in coordination with business objectives to optimize existing content and uncover new opportunities.
- SEO analysis and recommendations in coordination with elements and structure of websites and web pages.
- Recommendations and execute strategies for content development in coordination with marketing goals - general and keyword specific.
- Administrating search engine programs (XML sitemaps, webmaster tools) for purposes of diagnostic reporting on project.
- Implementing link building campaigns in coordination with SEO goals.
- Keeping pace with SEO, search engine, social media strategy, and keyword rankings.
- Responsible for developing and implementing SEO strategy by using Google analytics.

- Monitoring Google analytics dashboards, reports and key reporting tools, and point out key areas of importance in according client goals.
- Tracking progress of the campaigns & maintaining daily and weekly reports
- Managing Team of SEO executive, and SEO specialist.

#### 4. Digital Marketing Executive

*Wagons Learning Pvt. Ltd.*

Duration: February 2017 – April 2018

#### ❖ Key Roles & Responsibilities

- Conducting competitor research, analysis and implementation of strategy accordingly.
- Keyword research in coordination with business objectives to optimize existing content and uncover new opportunities.
- SEO analysis and recommendations in coordination with elements and structure of websites and web pages.
- Recommendations and execute strategies for content development in coordination with marketing goals - general and keyword specific.
- Administrating search engine programs (XML sitemaps, webmaster tools) for purposes of diagnostic reporting on project.
- Implementing link building campaigns in coordination with SEO goals.
- Keeping pace with SEO, search engine, social media strategy, and keyword rankings.
- Responsible for developing and implementing SEO strategy by using Google analytics.
- Monitoring Google analytics dashboards, reports and key reporting tools, and point out key areas of importance in according goals.
- Tracking progress of the campaigns & maintaining daily and weekly reports.
- Managing Team of SEO executive and Graphic Designer.

#### 5. SEO Executive

*Wagons Learning Pvt. Ltd.*

Duration: August 2016 – February 2017

#### 6. Digital Marketing Trainee

*Lavenir Institute of Professional Studies, Pune*

Duration: January 2016 – August 2016

#### 7. Freelance Consultant

Duration: February 2014 – Till Now

### Freelance Experience

#### 1. Project Name: <https://www.dgtl8.com/>

**Project Description:** Company is into marketing and adverting in Singapore. Handling their multiple clients which works Manufacturing, tours and travels, real estate.

**Nature of Work:** Handling client's portfolio, creating marketing strategy for lead generation, website traffic, ranking on search engine, conversion, paid campaigns on Google & social platforms, and many more.

#### 2. Project Name: <https://www.reportcrux.com/>

**Project Description:** Company Belongs to Market Research Industry.

**Nature of Work:** Website Designing suggestion, content modification, Creating Link Building strategy, Creating Social media Profiles & increasing followers, brand building, etc.

#### 3. Project Name: <http://offshorepremedia.com/>

**Project Description:** Company Belongs to Corporate Branding, Graphic Designing & Printing Services.

**Nature of Work:** Website Designing suggestion, content modification, Creating Link Building strategy, Creating Social media Profiles & increasing followers, brand building, etc.

#### 4. Project Name: <http://www.omsaisecurityservices.com>

**Project Description:** Company Belongs to Security Services.

**Work of Nature:** Website Designing suggestion, content modification, Creating Link Building strategy, Creating social media Profiles & increasing followers, brand building, etc.

- CRM – Salesforce, Zoho
  - Google Ads, LinkedIn, Google Ad Manager, Microsoft Advertisement, DV360, DFP, DMP
  - Keyword Research tools - Google trends, Google Keyword Planner, WordTracker, etc.
  - Optimization Tools – Ahref, SEMrush, Screaming Frog, Moz, WebCEO, SEOquake, etc.
  - Google Analytics, Google Search Console, Google Keyword Planner
  - Link building / OFF Page tools - Majestic SEO
  - Utility tools: MOZ toolbar, Page Rank Fast, etc.
  - Social Media Tools – Hootsuite, Buffer
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### **Education Details**

1. **M.Tech (Embedded System)** – V.B.I.T., Ghatkesar, Hyderabad – 2015
  2. **B.E. (Electronics & Telecommunication)** –S.T.B.C.E., Tuljapur, Maharashtra -2011
  3. **HSC** –Shiv Chhatrapati College, Aurangabad, Maharashtra -2007
  4. **SSC** –Yashwant Vidyalaya, Ahemdpur, Maharashtra -2005
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### **Personal Details**

- Name: Divyaprasad Digambarrao Pande
- Date of Birth: 21<sup>st</sup> June 1989.
- Gender: Male
- Marital Status: Married
- Languages Known: English, Hindi, and Marathi.

### **Declaration**

I hereby declare that the information furnished is true to the best of my knowledge. References will be available upon request.