

Santosh Kadpewad

Digital Marketing Manager

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With 8.2 years of extensive experience in the field of Digital Marketing, including Campaign Management, Resource Management, Client Relationship Management managing a team of digital marketers for the past 5 years, I have successfully implemented cutting-edge strategies, spearheading branding initiatives and driving lead generation efforts in both B2B and B2C industries.

My expertise encompasses a profound understanding of various digital marketing facets, including Paid campaigns, Branding, SEO, SMM, SMO, and Analytics. I have a comprehensive knowledge of various digital marketing channels, allowing me to harness their full potential.

Skills

◆ Google Ads PPC, Microsoft Bing, DV360, LinkedIn	◆◆◆◆◆ Advanced
◆ Search Engine Optimization (SEO)	◆◆◆◆◆ Advanced
◆ Email Marketing & Automation campaign, Salesforce	◆◆◆◆◆ Advanced
◆ Off-Page, On-Page Activity	◆◆◆◆◆ Upper intermediate
◆ SMM: Facebook, Twitter, LinkedIn, Pinterest, Instagram, Tumblr etc.	◆◆◆◆◆ Advanced
◆ Digital PR Activity	◆◆◆◆◆ Upper intermediate
◆ Web Technologies -HTML5, CSS3, WEB 2.0, Bootstrap, JavaScript.	◆◆◆◆◆ Upper intermediate
◆ Packages: Canva, Microsoft Office Suite, Photoshop, Filmora.	◆◆◆◆◆ Upper intermediate
◆ Affiliate and Native Marketing (Xandr, Taboola)	◆◆◆◆◆ Upper intermediate
◆ Google Keyword Planner, Google Analytics, Webmaster tool, SEMrush, Ahrefs, SEO Profiler, Spyfu.	◆◆◆◆◆



Work History

◆ Apr 2022 - **Digital Marketing Manager**

Current

PracticeLeague Legal Private Limited, Pune (SaaS product-based company)

- My role involves managing Google, Microsoft Bing PPC campaigns, email automation, budget management monitoring performance and executing social media marketing initiatives.
- coordinating affiliate marketing efforts, supervising PR marketing activities, and optimizing website SEO.
- Managed budget allocation and resource utilization to maximize marketing ROI.
- Developed an in-depth understanding of current accounts and their campaigns executed using various DSPs, such as Xandr and DV360.
- Working experience tools: Mailchimp automation, iZooto, Zoho social, Customer.io, Zapier, HubSpot, Salesforce etc.
- Optimized email campaigns to increase open and click-through rates.
- Collaborated and managed website revamping and on-page optimization with the development team.
- Launched successful digital marketing, social media campaigns that achieved goals for increased website traffic.
- Analyzed and reported on KPIs to validate and demonstrate success of marketing campaigns.
- **Job Responsibilities:** As the leader of a dynamic team comprising 7 members in digital marketing, my role encompasses overseeing various specialists including SEO executives, social media and marketing experts, graphic designers, website developers, and content writers.
- My approach to management involves actively engaging in day-to-day operations to foster a collaborative environment where clear goals and KPIs are set to drive continuous improvement. Working closely with cross-functional teams, I ensure seamless coordination and communication while providing regular feedback to support the growth and development of my team members.
- Additionally, I maintain a comprehensive understanding of our team's capabilities, processes, and company brand guidelines, facilitating efficient workflow management and alignment with SLAs.

◆ Jan 2021 - **Digital Marketing Manager - International PPC & SEO**

Mar 2022

TargetSolar Australia, Pune

- Managed International lead generation campaigns and conversion for both commercial and residential sector (B2B and B2C)
- Launched successful digital marketing campaigns that achieved goals for increased website traffic.

- Managed budget allocation and resource utilization to maximize marketing ROI.
- Established, initiated and optimized business development strategies based on company targets, product specifications, market data, and budget factors.
- Improved website visibility through development and implementation of SEO strategies.
- Collaborated with a client utilizing a SaaS-based product.
- **Responsibilities:** As the digital marketing manager, I oversee a dynamic team of 5 talented individuals comprising an SEO executive, social media executive, graphic designer, WordPress developer, and content writer. Together, we collaborate closely to strategize and execute campaigns, fulfilling the needs of product marketing and branding initiatives.
- My role involves coordinating tasks, setting deadlines, and ensuring seamless communication within the team. I prioritize providing regular feedback to foster the professional development of each team member while maintaining a cohesive workflow. By staying informed about the progress of each project and understanding the unique strengths of my team, I optimize our operations to achieve our marketing objectives effectively.

◆ Dec 2019 - **Digital Campaign Manager - PPC and SMM**

Nov 2020 *Infinite1 Ventures And Solution, Pune*

- I worked as a Digital Campaign Manager, managing multiple projects and Client Relationship Manager, promoting B2B and B2C services in areas such as real estate, healthcare, education, branding, and IT sector. I handled campaigns and managed budgets over 1 crore.
- Established and maintained relationships with key stakeholders to deliver successful execution of marketing initiatives.
- Managed social media accounts for clients, generating interest for existing and upcoming product or service releases.
- Developed and implemented successful digital marketing campaigns to drive customer engagement and increase brand awareness.
- Envisioned, designed and launched revamped website to better convey company brand.
- Developed creative presentations, trend reports, kitted assets, and product data sheets.
- Collaborated with a client utilizing a SaaS-based product.
- **Responsibilities:** As a Digital Campaign Manager at Infinite1 Ventures And Solution, I led a team of 5, managing campaigns and team of digital marketing include assistant client success manager, graphic designer, content writer, Telle caller, SEO executive, website developer.
- I coordinated client requirements, supervised social media accounts, and crafted impactful digital marketing campaigns. Additionally, I nurtured client relationships, oversaw website redesigns, and facilitated collaboration with SaaS-based, Healthcare, Educational sector clients. My role included guiding and supporting the team to achieve project success.

◆ Dec 2018 - **Digital Marketing Manager - PPC & SMM**

Dec 2019

ClassBoat India Private Limited, Pune

- At ClassBoat, I managed social media campaigns, paid advertising campaigns like Quora Ads, LinkedIn Ads. I also oversaw SEO efforts and coordinated with content writers and graphic designers.
- Managed more than 150 educational clients concurrently.
- Developed and implemented successful digital marketing campaigns to drive customer engagement and increase brand awareness.
- Developed marketing content such as blogs, promotional materials, and advertisements for social media.
- Utilized techniques such as cold calling, networking, and prospecting to develop new leads.
- Automate all the lead process, Email integration, WhatsApp automation and webinar certification on single form submission.
- **Responsibilities:** In this role, I not only managed campaigns but also provided leadership and direction to a team of 4 to 5 SEO and SMM team interns including graphic designer, ensuring cohesive collaboration and achievement of objectives.

Aug 2015 - Digital Marketing Executive - Ecommerce

Nov 2018

DSPS Solution Pvt Ltd, Pune

- During my tenure at DSPS Solution Pvt Ltd, I served as a Digital Marketing Executive specializing in e-commerce websites.
- My responsibilities encompassed Search Engine Optimization (SEO), social media marketing, and on-page and off-page SEO strategies aimed at enhancing the website's visibility on Google's search engine.
- I successfully generated over 1000 high Domain Rating (DR) and Page Ranking (PR) backlinks to attract relevant traffic to the website.



Education

Jan 2010 -

B-Tech: Information Technology

Jul 2014

Jawaharlal Nehru Technological University – Hyderabad

Jan 2022

MBA: Marketing

- Dec 2024

Pune University



Languages

English, Hindi, Marathi, Telugu.