

Rohit Kakade

Digital Strategist

Marketing

+91-9353346985
Kolhapur, Maharashtra

rohitdae@gmail.com
www.linkedin.com/in/rohit-digital-marketer-specialist

SUMMARY

Innovative Digital Marketing Strategist offering 3 years of expertise in Social Media Marketing. A seasoned professional with a background in **Social Media Marketing (SMM), Google Ads, (SEO), and WordPress**. Quickly learns and masters new technologies while working in both team and self-directed settings.

SKILLS

Technical Skills

Search Engine Optimization (SEO) | Pay-Per-Click (PPC) Advertising | Social Media Marketing (SMM) | Google Analytics and other Analytics Tools | A/B Testing and Conversion Rate Optimization (CRO) | Local SEO Strategy | Brand Management | Lead Generation

Tools Used

Google Analytics | Google Search Console | SEMrush | Moz Pro | Ahrefs | Google Ads | Facebook Ads Manager | Hootsuite

WORK EXPERIENCE

Nov 2023 - Present

Freelancing Freelancing, Belagavi

- Managing social media for the client
- Designing a website using WordPress for a client recently
- Handling the personal branding on the social media platforms of the client who is a numerologist

Nov 2022 - Oct 2023

Digital Marketing Strategist Change Me Physio Pilates, Kolhapur

- Conducted in-depth analysis of website metrics such as traffic sources, user behavior, and conversion rates to pinpoint optimization opportunities, executed A/B tests and site enhancements that boosted monthly revenue by 30%.
- Leveraging Google Analytics and CRM data to assess ROI and optimize strategies, achieved a 40% increase in lead generation within 3 months.
- Exceeded sales goals by 3X by effectively applying analyzed data to marketing campaigns and sharing data interdepartmentally.
- Attracted 60 new clients by creating and implementing innovative marketing strategies.
- Increased Facebook page 'followers' by more than 10k in 6 months through consistent posting and with the help of Ads.
- Identify trends and insights to optimize campaign targeting, bidding strategies, and budget allocation.
- Analyzed digital trends, discourse, and advancements to enhance strategic approaches through technological means.
- Monitor and analyze campaign performance metrics, such as impressions, clicks, conversions, and return on ad spend (ROAS).
- Conduct keyword research, ad copywriting, and campaign optimization to improve click-through rates (CTR) and conversion rates.

Apr 2021 - Oct 2022

Digital Marketing Executive Digikarobar , Kolhapur

- Design, maintain, and supply content for the organization's website
- Formulate strategies to build lasting digital connections with customers
- Monitor company presence on social media. Launch advertisements to increase brand awareness.

- Create, and manage all published content (images, video, and written) in coordination with the content writer and graphic designer.
- Monitor, listen, and respond to users in a Social way while cultivating leads and sales.
- Worked on Designing, creating, and managing promotions and Social ad campaigns.
- Compile report for management showing results (ROI).
- Monitor trends in Social Media tools, applications, channels, design, and strategy.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns.
- Monitor effective benchmarks (best practices) for measuring the impact of Social Media campaigns. Analyze, review, and report on the effectiveness of campaigns in an effort to maximize results.

Aug 2019 - Apr 2021

**Sales and Marketing Manager
GEW Cranes, Pune**

- Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.
- Monitored customer buying trends, market conditions, and competitor actions to adjust strategies and achieve sales goals.
- Analyzed sales and marketing data for improved strategies.
- Gave benefit-oriented, polished presentations driving dramatic revenue growth across multiple sales channels.

Jul 2017 - Aug 2019

**Assistant Sales and Marketing Manager
DMH Cranes, Pune**

Aug 2015 - Jul 2017

**Engineer
Ashok Iron Works pvt ltd, Belgaum**

Oct 2010 - Aug 2013

**Junior Shop Manager
Cummins india ltd, Pune**

EDUCATION

Sep 2019 - Mar 2020

**Digital Marketing course: Digital Marketing
LIPS India pune**

Jul 2007 - May 2010

**Diploma In Automobile Engineering: Diploma
Gomatesh Polytechnic Belagavi**

65%