

# MILIND SUMANT KURDEKAR

## MARKETING MANAGER

### PROFILE

Marketing professional with 6+ years of experience in B2B marketing , branding, content marketing and social media management.Excellent communication skills for digital copywriting and outreach

### CONTACT

 milindopm@gmail.com  
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### PERSONAL DETAILS

Date of birth - 10 Sep 1989  
Nationality - Indian  
Marital Status - Married  
Valid Bahraini Driving License

### SKILLS

- Digital Marketing
- Social Media
- SEO
- Research and Development
- Graphic Designing
- Copywriting
- Google Analytics
- Content Management

### WORK EXPERIENCE

**Sharafali Ventures**, Kingdom of Bahrain  
Group Marketing Manager  
APRIL 2021 - PRESENT

- Administering multiple digital accounts, including developing, implementing and optimisation of Google Ads and Facebook ad campaigns that led to a significant increase in website traffic and sales.
- Managing social media presence of multiple companies on Facebook, Instagram and LinkedIn, to enhance the brand and customer relations.
- Evaluate and enhance user engagement by using Google Analytics and Facebook Analytics to track the effectiveness of digital marketing campaigns.
- Review and update corporate client websites for tracking performance and optimal search engine rankings.
- Creating, Planning and Executing Social Media marketing and customer engagement campaigns to meet brand building objectives.

**Clockwork Professional Services Co.**, Kingdom of Bahrain  
Business Development and Marketing Executive  
DECEMBER 2020 - APRIL 2021

- Writing copy and messaging across social media platforms for clients.
- Prepare and implement social media calendar for existing clients.
- Measure current campaigns and optimize future calendars and campaigns accordingly.
- Service the needs of the existing clients.
- Work closely with the company designer to create attractive designs and artwork for all marketing campaigns.
- Researching clients needs and target audience to develop profiles/personas, for successful rollout of marketing campaigns.
- Setting up meetings with potential clients and preparation of proposals.
- Coordinated with suppliers, working teams and on site arrangements for the Bahrain Jazz Festival.
- Prepared scripts and screenplays, and conducted interviews of the Bahrain Jazz fest musicians.

# EDUCATION

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Certification in The Fundamentals of Digital Marketing,  
Google Digital Garage

Certification in Google Analytics,  
Google Analytics Academy

Reliance AIMS (VisualFX & Animation Academy)  
Pune, India  
Diploma in Visual FX, 2012

Symbiosis College of Arts & Commerce  
Pune, India  
Majored in Marketing, Bachelor of Commerce, 2011

Event Management & Development Institute of India (EMDI)  
Pune, India  
Diploma in Event Management, 2010

High School Graduate  
Indian School Bahrain, 2008

References and Social Media Links available on request.

## **Red Hat Media (D4D Online), Kingdom of Bahrain**

Marketing Executive

NOV 2018 - NOV 2020

- In charge of overall management of marketing communication and presentations of the company, for MENA operations.
- Build relationships with clients to maintain advertising goals and create new opportunities.
- Offer tailored advertising packages to clients.
- Monitor ongoing marketing and ad campaigns.
- Assist the Director in carrying out digital marketing campaigns.
- Create content and graphics for online and offline layouts.
- Collaborate with the design team to produce concepts for clients.
- Improved the company's internal communication system.
- Created content and interesting advertising material for the company and its other business' online platforms.

## **Spartan Advertising, Pune, India**

Creative Marketing Manager

JUN 2014 - JUN 2018

- Served as primary copywriter on advertising campaigns for various projects.
- Assumed a lead role in pitch team meetings due to strengths in presentation and negotiation skills.
- Interviewed, hired, trained and guided trainees, executives, and team leaders to communicate with customers and clients, through direct and commercial advertising.
- Conducted several successful advertising and promotional campaigns, and projects for private 4-wheeler and 2-wheeler service stations, selected restaurants and food outlets and entertainment hubs in and around Maharashtra

## **Reliance BIG AIMS, Pune, India**

VFX Artist & Administrative Assistant

- Assisted senior VFX artists along a number of long duration and short duration projects, regarding movies, television shows, music videos and advertisements.
- Handled multifaceted clerical tasks (data entry, filing, records management and billing) as the assistant to the registrar and admissions offices.
- Communicated effectively with multiple departments to plan meetings and prepare welcome packages for new students, while establishing strong relationships to gain support and effectively achieve results.
- Helped coordinate dozens of recruitment events (average of 12 large gatherings per year) that contributed to consistently high enrollment levels.