

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

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.
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