

AJINKYA SANJAY KADAM

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SUMMARY

Results-driven Digital Marketing Growth Manager with 5+ years of experience in performance marketing, SEO, and e-commerce strategy. Proven ability to reduce CPL by up to 70%, optimize ad spend, and scale revenues across industries like E-commerce, Real Estate, Healthcare, SaaS, and Automobile. Skilled at managing Meta & Google Ads, Shopify/WooCommerce stores, and B2B lead funnels. Strong record of delivering measurable growth for brands like Mahindra, Matrutvam Hospitals, Classic Hub, Opex, Map & Memoir, Blue Horse, and Orikol.

PROFESSIONAL EXPERIENCE

G&G MEDIA PVT LTD

Digital Marketing & E-Commerce Growth Manager

PUNE, MAHARASHTRA / INDIA

Sep 2024 – Present

Project 1: Opex (Innerwear) Brand

- Managing social media accounts, ensuring brand growth and audience engagement.
- Running and optimizing Meta Ads & Google Ads to enhance brand visibility.
- Overseeing e-commerce operations on Amazon & Flipkart, improving product listings and inventory flow.
- Developing digital marketing strategies focused on PPC, social media, and performance-driven campaigns.

Project 2: Mahindra Commercial Vehicles – Performance Marketing

- Leading Meta advertising campaigns to drive lead generation and customer acquisition.
- Optimizing ad performance for higher engagement and conversion rates.
- Implementing data-driven strategies to enhance brand positioning in the commercial vehicle sector.
- Conducting A/B testing and performance analysis to improve campaign results.

JVD METTLE INNOVATIONS PVT LTD

SEO Intern

PUNE, MAHARASHTRA / INDIA

June 2024 – Sep 2024

Project 1: Mettle Innovations

- Worked on SEO and social media marketing to enhance brand visibility.
- Executed email marketing campaigns to improve audience engagement.
- Developed digital marketing strategies to strengthen the brand's online presence.

Project 2: Loukika Project (E-commerce Growth Strategy)

- Managed product listings and optimized inventory to streamline e-commerce operations.
- Implemented engagement strategies to improve customer retention.
- Conducted market research and competitive analysis to identify new growth opportunities.

SAMRUDDHI GARMENT INDUSTRIES

Digital Marketing & E-Commerce Account Manager

SANGLI, MAHARASHTRA / INDIA

Jan 2020 – May 2024

- Managed product listings and inventory, ensuring smooth e-commerce operations.
- Developed customer engagement strategies to strengthen brand loyalty.
- Conducted market analysis to refine product positioning and brand strategy.
- Streamlined order processing and customer service to enhance efficiency.

EDUCATION & OTHER

SHIVAJI UNIVERSITY

M.B.A - Operations & Marketing

KOLHAPUR, MAHARASHTRA / INDIA

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DR.PATANGRAO KADAM MAHAVIDYALAYA

SANGLI, MAHARASHTRA / INDIA

ARTS, COMMERCE AND SCIENCE COLLEGE

12th

ASHTA, MAHARASHTRA / INDIA

March 2017

MAHATMA GANDHI MAHAVIDYALAYA

10th

ASHTA, MAHARASHTRA / INDIA

March 2015

OTHER

LANGUAGES: English | Hindi | Marathi

HOBBIES : Exercise | Chess | Swimming

SKILLS

DIGITAL MARKETING

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter)
- Content Marketing
- Email Marketing Campaigns
- LinkedIn Marketing Campaigns
- Meta Ads Strategy & Optimization
- Google Ads & Google Analytics

E-COMMERCE MANAGEMENT

- Marketplace Management (Amazon, Flipkart, Myntra, Meesho)
- Product Listing Optimization
- Customer Relationship Management (CRM)
- Sales Funnel Optimization
- E-Commerce Growth & Optimization

DATA ANALYSIS & MEDIA PLANNING

- Data-Driven Decision Making
- Performance Metrics & KPI Tracking
- A/B Testing & Experimentation
- Conversion Rate Optimization (CRO)
- Market Research & Consumer Insights
- Media Planning & Strategy
- Ad Budget Allocation & Optimization

BRAND MANAGEMENT & CLIENT STRATEGY

- Brand Strategy & Positioning
- Campaign Development & Execution
- Competitive Benchmarking
- Product Launch Strategy
- Client Communication & Relationship Management

TECHNICAL TOOLS & SOFTWARE

- **SEO Tools:** SEMrush, Ahrefs, Moz, Screaming Frog, Ubersuggest, Spyfu, Clarity
- **Email / LinkedIn & Automation:** Mailchimp, SendGrid, HubSpot, Instantly.ai, Aimfox, Waalaxy, Cloudera ai
- **Website & CMS:** WordPress, Wix, Hostinger

- **Data & Performance:** Cloudera, Sales Navigator