

Mithun Sukhadeve

Assistant Manager – Performance Marketing

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About me:

Digital marketer with 16+ years of experience, including 8+ in digital marketing. Expert in analytics for campaign optimization and performance tracking. Strong collaborator with sales and product teams to align marketing strategies. Experienced in performance analysis and leading product launches. Currently pursuing an Executive Program in Digital Leadership for Business Transformation at S P Jain Global University.

Management Skills:

- Creative Problem Solving
- Time Management
- Campaign Management
- Communication Skills
- Leadership
- Strategic Planning
- Adaptability

Technical Skills:

- Proficiency in Marketing Tools
- Data Analysis
- SEO and SEM
- Excel Proficiency
- Martech Tools
- Content Management
- Email Marketing

Experience:

Dr Batra's Healthcare – AM-Performance Marketing

July 2023 – Till date

Took complete ownership of accounts based on Products (INDIA) and UAE region. Proven organic growth by 1,019.49% and 154.73% respectively

- Developed and executed multi-channel performance marketing campaigns across Google Ads, Facebook Ads, and other digital platforms, resulting in an increase in lead generation and an improvement in ROI
- Conducted comprehensive keyword research and implemented SEO best practices, leading to increase in organic traffic and improvement in conversion rates
- Utilized data analysis tools like Google Analytics to monitor campaign performance, identify optimization opportunities, and provide actionable insights to the marketing team
- Managed campaign budgets effectively, optimizing spend and maximizing returns across all channels
- Implemented audience segmentation strategies to deliver personalized messaging and improve customer engagement
- Stayed up-to-date with the latest performance marketing trends, platform updates, and industry best practices to optimize campaign performance

Insta Exhibitions Pvt. Ltd. – Senior SEO Executive

Dec 2021 – July 2023

Handled SEO projects based on US region. Generate organic revenue based on different cities based in US region.

- Optimized website content, including exhibition listings, exhibitor profiles, and event pages, using on-page SEO best practices, leading to a 25% improvement in search engine rankings.
- Utilized Google Analytics and Search Console to monitor website performance, track key SEO metrics, and provide actionable insights to the marketing team.
- Stayed up-to-date with the latest SEO trends, algorithm updates, and best practices to ensure the company's online presence remained competitive and compliant.

BriefKase Digital Communications. – Senior Digital Marketing Executive**Dec 2017 – Nov 2021**

Worked with various clients from Healthcare, Gaming, Wellness, IT, Real estate etc. industry. Generate organic revenue based on different cities based in US region.

- Create and execute digital marketing campaigns across SEO, SEM, social media, email marketing, and content marketing
- Manage the creation and publishing of engaging digital content tailored for various platforms
- Oversee social media marketing efforts, including content creation, community engagement, and advertising campaigns.
- Allocate and manage budgets for digital marketing initiatives, ensuring optimal resource utilization.

Media Pasta – Digital Marketing Executive**May 2016 – Nov 2017**

Responsible for developing, implementing, and managing digital marketing campaigns to promote clients products/services.

Utilizing various digital channels to increase brand awareness, drive traffic, and generate leads.

- Assist in the formulation of digital marketing strategies and execute campaigns across SEO, SEM, social media, email marketing, and content marketing
- Manage the creation and publishing of relevant and engaging digital content across various platforms
- Plan and monitor the company's presence on social media, engaging with audiences and promoting products/services
- Launch and optimize online advertisements through platforms like Google Ads and Facebook Ads to enhance brand visibility
- Conduct keyword research, implement on-page and off-page SEO strategies, and analyze performance metrics using tools like Google Analytics to inform optimization efforts
- Prepare and present performance reports and insights to clients informing the future marketing strategies application

NCR Corporation – Network Analyst**Aug 2013 – May 2016**

Troubleshooting of Automated Teller Machines (ATMs) and their associated network infrastructure.

- Analyze network performance metrics and ATM transaction data to identify trends and areas for improvement
- Provide technical support to bank personnel and customers, addressing inquiries and resolving ATM-related issues promptly

Johnson Controls – BMS Engineer**Jul 2012 – Aug 2013**

Designing, installing, commissioning, and maintaining systems that control and monitor a building's mechanical and electrical equipment, including HVAC, lighting, security, and fire systems.

- Design and configure BMS solutions tailored to the specific needs of buildings, ensuring integration with existing systems
- Oversee the installation and commissioning of BMS systems, including HVAC, CCTV, access control and fire alarm systems, ensuring they meet operational requirements
- Perform regular maintenance and troubleshooting of BMS systems to identify and resolve issues, ensuring optimal performance and reliability

Vodafone – BTS Engineer**Jun 2008 – Jul 2012**

Installation, commissioning, and maintenance of Base Transceiver Stations (BTS) in mobile telecommunications networks.

- Conduct site surveys to assess the feasibility of BTS installations, considering factors such as terrain, accessibility, and existing infrastructure.
- Analyze network performance metrics and ATM transaction data to identify trends and areas for improvement
- Align ATM engineer onsite for resolving the issues related to network or hardware after troubleshooting

Education:

Degree	Institution	University / Board	Year
B.E. – EXTC	MGM CET	Mumbai	2008
H.S.C.	Patkar College	Maharashtra	2004
SSC	St. George High School	Maharashtra	2002

Certifications:

Name	Institute	Year
Executive Program in Digital Leadership for Business Transformation	SP Jain School of Global Management	2024
Advance Diploma in Digital Marketing	DMTI SOFTPRO	2016
ITIL foundation certificate in IT Service Management	AXELOS Global Best Practice	2014
Post Graduate in Telecom Management	Welingkar Institute of Management Development and Research	2013