

MAHANTESH DHABE

TEAM LEADER - DIGITAL MARKETING

Self-motivated and accomplished digital marketing professional with 4+ years of experience and good knowledge of SEO, PPC (SEM) and Social Media Marketing (SMM). Experienced working in a fast-paced environment with proven success in branding, conversion, lead generation and building cost-effective & responsive websites. Far-reaching Search Engine Marketing and Search Engine Optimization skills. Committed to a superior quality of work, detail-oriented and resourceful in building an online presence through unique digital marketing strategies which can help companies identify and dominate a business niche market.



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Bangalore, India

LinkedIn

WORK EXPERIENCE

Company: Deutsch Quality Systems Private Limited
Domain: Team Leader - Digital Marketing (Promoted)
April 2022 - Present

Key Qualifications & Responsibilities

- Rebranding the company in 2022, post revamping the website alongside the Germany team, with respect to the marketing collaterals.
- Improved engagement rate (0.6% to 3.2%) on the LinkedIn page and other social media platforms, thereby increasing the follower count from 500 to 5000+ (India)
- Worked on SEO and successfully positioned the company's revamped website from the 48th page to the 1st & 2nd page in Google SERP.
- Successfully launched Google Search Ad worth 8 lacs on various products.
- Organized 50+ webinars, generating leads and revenue worth 7.5 lacs INR
- Worked as a part of product management on a SaaS-related audit tool product - DQS NXT and promoted it by giving 15+ customer demos and 5 YouTube short movies.
- Generated 300+ marketing qualified leads via various platforms and sources across the web with revenue worth 55 lacs INR
- Handling lead management in iModule - creation, assigning, verification, submission, and Auditor and Channel Partners' incentive-related tasks.
- Introduced HubSpot Sales and Marketing Hub as part of automation in the system (Contacts, deals, dashboards, marketing, training, webinars)
- As part of my Secondary income source, worked on 5 major projects and have recently launched a corporate website with LMS that was developed from scratch.

Company: Deutsch Quality Systems Private Limited

Domain: Digital Marketing Executive
February 2020 - March 2022

Key Qualifications & Responsibilities

- Designed & developed Learning Management System (LMS) website for e-learning targeted at B2B and B2C
- Revamped DQS India corporate website which significantly reduced outsourcing cost by approximately INR 6L

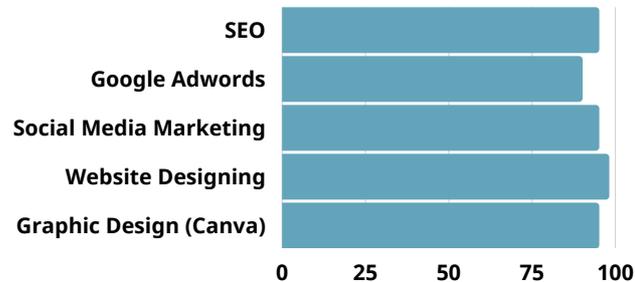
EDUCATION

Bachelor of Engineering - Mechanical (2017)
Jain College of Engineering, Belagavi

CERTIFICATIONS

- Advanced Digital Marketing Course Completion Certificate - IOM
- Google Ads Search Certification
- Google My Business Basics
- Advanced Google Analytics
- Google Ads Workshop Certificate
- Instagram Automation Expert

PROFESSIONAL SKILLS



HONOR & AWARD

Best Marketing Support 2020

TOOLS

- Wordpress
- HubSpot
- IBEXA
- Indiamart
- GMB
- Google Analytics
- Google Adwords
- SEO Audit Tools
- Ubersuggest
- Google Search Console
- Canva
- Gotowebinar
- ChatGPT

WORDPRESS WEBSITES

DQS India

MPDigitalTech

VFBC group

Dorle Controls

- Positioned website in a competitive niche from 21st page to 2nd page on SERP with 20+ high volume keywords within 8 months
- Increased organic traffic by 43% and reduced bounce rate by 22%
- Transformed a relatively nonexistent social media profile into an online presence across Twitter, Facebook, LinkedIn, YouTube and Instagram
- Developed social media marketing strategies targeting potential clients by preparing effective flyers, videos, product brochures, professional video series and Webinars organized
- Supporting all aspects of the planning and management of digital marketing campaigns through a range of online channels (Google Ads, Facebook Ads & LinkedIn Ads)
- Developed sales lead through inbound calls, online chats, different type of campaigns, social media and more

Company: Nishant Mouldings Pvt Ltd, Bengaluru

Domain: Digital Marketing Executive

December 2018 - August 2019

Key Qualifications & Responsibilities

- Created social media pages for the company such as Facebook, Instagram, Twitter and LinkedIn. Designed posts for company promotions and managed social marketing strategies.
- Improved the usability, design, content and conversion of the company website. Observed site measurements to predict patterns and monitor traffic
- Implemented new competitive analysis and trend reports to increase quarterly sales by 15%.
- Suggested new SEO guidelines which increased website ranking by 25%
- Increased customer base by 35% in five months by bringing in real business from the company's website

EXPERTISE

- Website Design & Development
- Search Engine Optimization (SEO)
- Google Adwords
- Understand Design Thinking and Planning
- Lead Generation
- Data / Analytics
- Strategic thinking & Project leadership
- Social Media
- Video Marketing

PERSONAL INFORMATION

- D.O.B: 15/08/1994
- Marital Status: Unmarried
- Hobbies: Singing, Playing Outdoor games, Social Media, Watching Shinchan, Photography
- Languages: Kannada, English, Hindi, Telugu (Understand)
- Nationality: Indian
- Phone: +91 7678019115
- Email: montydhabe005@gmail.com

I hereby confirm that the above particulars are correct to the best of my knowledge.

PLACE:

DATE:

(Mahantesh Dhabe)