

PRATIK KHAMBEKAR

Digital Marketing & Brand Management

7+ Years of Experience | Multi-Brand Portfolio
AI-Integrated Strategy | Data-Driven Growth



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PROFESSIONAL SUMMARY

Dynamic Digital Marketing & Brand Management professional combining 7+ years of hands-on execution with technical expertise in data science, Python analytics, and AI-powered content creation. Unique dual capability: currently spearheading digital transformation for 6 restaurant brands at Infra.Market while independently running a thriving consultancy serving 20+ brands across F&B, wellness, jewellery, fitness, legal, entertainment, and B2B sectors.

Track record of delivering measurable impact — 6M+ organic reach, 3–5x follower growth, 50+ influencer partnerships, and 30% cost reductions — through integrated strategies spanning brand positioning, performance marketing, influencer ecosystems, full-stack creative production, and real-time analytics. Holds advanced qualifications in Data Science & Business Analytics from Texas McCombs and Digital Marketing & Branding from NIIT.

Known for rapid skill acquisition (self-taught HTML/CSS/JS within weeks for product launches), bridging marketing and engineering teams, and building scalable systems — from Content Blueprint frameworks that cut turnaround by 40% to custom-coded digital menus and machine learning models. Thrives in fast-paced, multi-stakeholder environments requiring both strategic vision and tactical execution. Expert in crisis communication, vendor management, budget optimization, and cross-functional team leadership.

CORE COMPETENCIES & TECHNICAL EXPERTISE

Digital Marketing & Strategy

- Brand Strategy & Positioning
- Performance Marketing & ROI Optimization
- Content Strategy & Production
- Influencer Marketing & Partnerships
- SEO/SEM & Paid Advertising
- Social Media Marketing & Management
- Campaign Management & Execution
- A/B Testing & Conversion Optimization
- Email Marketing & Automation
- Marketing Automation & CRM
- Omnichannel Marketing Strategy
- Lead Generation & Nurturing
- Customer Journey Mapping
- Marketing Analytics & Attribution

Data Science & Analytics

- Python (Pandas, NumPy, Seaborn)
- Data Visualization & Dashboards
- Machine Learning & Predictive Models
- Statistical Analysis & Testing
- Google Data Studio & Analytics
- Excel (Advanced Functions, Pivot Tables)
- ROI Measurement & Attribution
- Business Intelligence & Reporting
- Predictive Analytics & Forecasting
- Customer Segmentation & Analysis
- Performance Metrics & KPI Tracking
- Data-Driven Decision Making
- SQL & Database Management
- Advanced Analytics & Insights

Creative & Technical Tools

- Adobe Creative Suite (FullStack)
- Photoshop, Illustrator, After Effects
- Premiere Pro & Video Editing
- Canva & Design Tools
- HTML, CSS, JavaScript
- WordPress & Elementor
- CMS Management & Optimization
- UI/UX Design Principles
- Motion Graphics & Animation
- Photography & Art Direction
- AI Content Generation Tools
- Video Production & Post-Production
- Graphic Design & Visual Identity
- Project Management Tools

PROJECT MANAGEMENT & LEADERSHIP

- Cross-Functional Team Leadership
- Stakeholder Management & Communication
- Budget Management & Optimization
- Campaign Coordination & Execution
- Training & Development
- Process Optimization & SOPs
- Crisis Communication & Management
- Vendor Management & Negotiations
- Agile Project Management
- Resource Allocation & Planning
- Quality Assurance & Control
- Strategic Planning & Forecasting

PROFESSIONAL EXPERIENCE

FREELANCE CONSULTANT • CURRENT

Freelance Digital Marketing Consultant

Independent Practice — Multi-Industry Client Portfolio (7+ Brands)

Thane/Mumbai, Maharashtra • Concurrent with full-time role

August 2025 – Present

- SmCafinity (F&B Brand) — Delivered end-to-end brand identity development, custom digital menu design, social media management, event production management, and content/photoshoot art direction.
- Swarnaprabha Jewellers (Luxury Retail) — Directed comprehensive branding and social media strategy, produced multi-channel content campaigns, and drove performance-based lead generation initiatives.
- Anatomé Gym, Manpada (Fitness & Wellness) — Owned brand positioning strategy, social media content creation, community management, and lead-generation funnel optimization.

PROFESSIONAL EXPERIENCE (CONTINUED)

- Priyog Wellness (Yoga & Wellness Programs) — Executed lead generation campaigns, managed social media presence, and created program-specific content driving enrollment growth.
- Rohit Birari (Independent Musician & Artist) — Managed event promotion strategy, content creation around music releases, and social media amplification for live performances and digital presence.
- PKH Law Group & FMCG Client (Legal & Consumer Goods) — Produced AI-generated faceless/devotional reel content for law firm thought leadership and jaggerly brand awareness campaigns.
- Everest Analytics (B2B Services) — Provided ongoing lead-generation advisory, digital marketing strategy consulting, and campaign execution support.

Assistant Manager — Digital Marketing & Brand Management

January 2025 – Aug 2025

Infra.Market

Thane, Maharashtra · Full-time · Managing 6-brand restaurant portfolio

- Spearheaded complete digital transformation for 6 restaurant brands (Metkut, Kath N Ghat, Baba Pav Bhaji, Jolly De Parathe, Koka Café & Bar, Estrella Resort), owning end-to-end strategy, content creation, paid advertising, influencer partnerships, and performance analytics across all digital touchpoints.
- Generated 6M+ views and scaled Instagram followings 3–5x within 5 months through integrated organic and paid campaigns, strategic content calendars, and data-driven optimization.
- Built and managed influencer ecosystem of 50+ nano and micro-influencers, structuring barter deals and paid collaborations that delivered 10M+ reach and 40K+ interactions across brand portfolio.
- Produced 100+ AI-powered video reels monthly using advanced scripting techniques, trend analysis, emotional storytelling frameworks, and ChatGPT/MidJourney for concept development.
- Directed 15+ on-ground production shoots including creative direction, script development, cinematography planning, post-production editing, color grading, audio optimization, and professional voiceover coordination — achieving 90% first-pass creative approval rate.
- Designed and launched full-funnel integrated marketing campaigns including Goan Fest, Grill Fest, Pan Asian Fest, Crab Fest, IPL activation, Diwali specials, Christmas campaigns, New Year promotions, and seasonal festive offers, integrating event marketing, promotional offers, email marketing, WhatsApp Business campaigns, and social media amplification.
- Developed proprietary Content Blueprint system with standardized scripts, emotional hooks, viral caption templates, trending audio integration, optimal posting schedules, and visual style guides improving content production efficiency by 40% and ensuring brand consistency across entire portfolio.
- Managed in-house Meta Ads (Facebook & Instagram), Google Ads (Search, Display, YouTube), and Google My Business optimization, reducing external agency costs by 30% while maintaining or exceeding performance benchmarks through hands-on campaign management and advanced targeting strategies.
- Custom-coded interactive digital menu for Koka Café using HTML, CSS, JavaScript, responsive design principles, and mobile-first approach as independent 2-week development project — demonstrating technical capability beyond core marketing responsibilities.
- Implemented comprehensive weekly performance tracking dashboards using Google Data Studio, integrating data from Meta Insights, Google Analytics, Instagram Insights, YouTube Analytics for real-time ROI monitoring, stakeholder reporting, and data-informed decision-making.
- Established detailed training systems, standard operating procedures (SOPs), knowledge transfer documentation, and onboarding frameworks for seamless team transitions and operational continuity across marketing functions.
- Managed vendor relationships with photographers, videographers, graphic designers, influencer agencies, printing vendors, and production houses, negotiating contracts and ensuring quality deliverables within budget constraints.

KEY ACHIEVEMENTS AT INFRA.MARKET

- Generated 6M+ organic views through strategic content campaigns within 5 months
- Scaled Instagram following by 3–5x across multiple restaurant brands simultaneously
- Delivered 10M+ reach and 40K+ interactions through 50+ influencer campaigns
- Produced 100+ high-converting static and video creatives with 90% first-pass approval rate
- Reduced agency costs by 30% while maintaining performance standards through in-house management
- Improved content production efficiency by 40% through systematic process

Assistant Manager — Digital Marketing & Brand Development

Vitasta Consulting Pvt. Ltd.

August 2023 – December 2024

Thane, Maharashtra

- Led complete website rebranding for vitasta.com including comprehensive UI/UX redesign, technical SEO optimization, information architecture restructuring, mobile responsiveness improvements, and content strategy overhaul resulting in 30% organic traffic increase and improved user engagement metrics.
- Produced agency-quality client deliverables including comprehensive strategic proposals, integrated campaign strategy decks, detailed content calendars, performance analysis reports, competitive intelligence briefs, and stakeholder presentations across diverse client portfolio spanning multiple industries.
- Developed comprehensive learning & development (L&D) training modules for HR teams and recruiters including structured onboarding processes, skill development frameworks, performance evaluation systems, recruitment effectiveness training, and continuous improvement programs.
- Designed branded email templates with responsive design, recruitment creatives for multiple channels, explainer videos with professional voiceovers, LinkedIn content strategies, and employer branding materials that improved candidate engagement rates by 25% and enhanced talent attraction across digital channels.
- Optimized LinkedIn company presence through strategic content posting, recruiter profile optimization for inbound lead generation, employee advocacy programs, thought leadership content development, and brand visibility enhancement initiatives driving measurable recruitment pipeline growth.
- Managed Google My Business optimization across multiple service categories including listing completeness, review management strategies, local SEO enhancement, post scheduling, photo optimization, and Q&A management enhancing local search discovery and customer engagement for consulting services.

Digital Marketing Executive

Nityam Software Solutions

June 2022 – March 2023

Mumbai, Maharashtra

- Rapidly acquired advanced HTML, CSS, and JavaScript skills within weeks through self-directed learning to support frontend development initiatives, product enhancement projects, and technical marketing requirements.
- Managed CMS-driven website development projects including WordPress customization, content management system optimization, layout design and optimization, user experience improvements, plugin integration, and performance enhancement across multiple client websites.
- Executed eCommerce platform setup and optimization including comprehensive product catalog management, category structuring and taxonomy, checkout process optimization, payment gateway integration (Razorpay, PayPal), shipping configuration, and conversion rate optimization.
- Collaborated with cross-functional development teams to align technical capabilities with marketing objectives, campaign requirements, creative specifications, and business goals ensuring seamless execution of integrated projects.
- Published SEO-optimized blog content with keyword research, on-page optimization, meta tag configuration, and managed content publishing pipelines for improved search visibility, organic traffic growth, and domain authority building.

Digital Marketing Specialist

New India Co.

June 2021 – January 2022

Mumbai, Maharashtra

- Developed and maintained WordPress websites with custom product pages, e-commerce functionality using WooCommerce, payment gateway integrations, and responsive design ensuring optimal user experience across all devices.
- Created comprehensive branded visual assets including social media graphics, promotional banners, email templates, print collateral, video content with motion graphics, and animation elements for multi-channel marketing campaigns.
- Managed complete video production pipeline from concept development to final delivery including filming, editing with Adobe Premiere Pro, color grading, audio optimization, motion graphics integration, and platform-specific formatting.
- Executed integrated social media strategies including content calendar development, community engagement protocols, promotional campaign execution, influencer outreach, paid social advertising, and performance analytics tracking.

Marketing Executive

Everest Analytics

January 2019 – May 2021

Thane, Maharashtra

- Managed comprehensive client communication workflows including detailed brief documentation, iterative feedback integration, project status tracking, cross-functional coordination, and stakeholder updates ensuring project alignment.
- Designed and executed targeted email marketing campaigns with advanced segmentation, A/B testing protocols, analytics tracking, conversion optimization strategies, and automated drip campaigns for lead nurturing and customer retention.
- Supported sales enablement initiatives through creation of compelling pitch decks, detailed proposals, client presentation materials, case studies, testimonial compilations, and competitive positioning documents driving business development.
- Contributed to content strategy development including blog ideation and calendar planning, SEO keyword research, analytics reporting with actionable insights, performance measurement frameworks, and continuous content optimization initiatives.

NOTABLE PROJECTS & TECHNICAL ACHIEVEMENTS

Fake News Detection Machine Learning Model

Developed machine learning classification solution achieving ~92% accuracy using Logistic Regression, Pandas data manipulation, NumPy numerical computing, and supervised learning techniques on labeled text datasets. Demonstrates data science capability, statistical modeling, and technical problem-solving skills applied to real-world NLP challenges.

Koka Café Interactive Digital Menu

Custom-coded full-featured responsive digital menu using HTML5, CSS3 with animations, and vanilla JavaScript with dynamic filtering and search functionality as independent 2-week development project. Showcases frontend development proficiency, UI/UX design thinking, and ability to deliver complete technical solutions autonomously beyond marketing scope.

Multi-Brand Influencer Marketing Ecosystem

Orchestrated 50+ influencer collaborations across nano, micro, and mid-tier creators with strategic budget of ₹50K generating 10M+ reach across entire F&B portfolio. Demonstrates relationship-building, negotiation expertise, ROI-focused performance marketing, and scalable influencer ecosystem development.

Google My Business Multi-Brand Optimization

Enhanced local search visibility, customer engagement, and reservation conversion for 6+ F&B brands through strategic listing management, review response protocols, post optimization, Q&A management, and photo/video content strategy driving measurable foot traffic and revenue growth.

Festive Campaign Series Design & Execution

Conceptualized and executed 6+ themed integrated full-funnel marketing campaigns (Goan Fest, Grill Fest, Pan Asian Fest, Crab Fest, IPL activation, Diwali, Christmas, New Year) incorporating event marketing, promotional offers, influencer partnerships, email campaigns, WhatsApp Business automation, and social media amplification driving seasonal engagement spikes and significant revenue growth across portfolio.

EDUCATION & ACADEMIC CREDENTIALS

Masters of Science — Data Science & Business Analytics

Texas McCombs School of Business, The University of Texas at Austin

April 2024 – June 2025

Advanced curriculum covering machine learning algorithms, predictive analytics, statistical modeling, business intelligence, data visualization, big data technologies, and data-driven decision-making frameworks for marketing and business applications.

Post Graduate Diploma — Digital Marketing & Branding

NIIT (National Institute of Information Technology)

July 2019 – August 2020

Comprehensive program covering digital marketing strategy, social media marketing, SEO/SEM, content marketing, email automation, analytics and measurement, brand management, and integrated marketing communications across digital channels.

Bachelor of Management Studies (BMS)

V.G.Vaze College, Mumbai University

2016 – 2019

Undergraduate business degree with specialization in marketing management, organizational behavior, consumer psychology, market research, strategic management, and business analytics providing strong foundation for marketing career.

PROFESSIONAL CERTIFICATIONS & TECHNICAL TRAINING

Analytics & Data Science

- Python for Data Science
- Statistical Analysis
- Pandas & NumPy Advanced
- Machine Learning Fundamentals
- Seaborn & Matplotlib
- Predictive Analytics

Digital Marketing & Advertising

- Google Ads Certified
- AI-Powered Performance Ads
- Meta (Facebook) Ads Manager
- Google Analytics Certified
- HubSpot Inbound Marketing
- Email Marketing Mastery

Development & Technical

- HTML/CSS/JavaScript
- Advanced Excel
- WordPress & Elementor
- SQL Fundamentals
- Google Data Studio
- CMS Management

Business & Management

- Google My Business
- Agile Methodologies
- WhatsApp Business Platform
- Crisis Management
- Project Management
- Vendor Management

LANGUAGES, INTERESTS & STRENGTHS

Languages: English (Fluent), Hindi (Native), Marathi (Native)

Interests: Creativity, AI in Marketing, Video Production, Web Development, Brand Strategy, Football, Gaming, Modeling, Upskilling

Strengths: Quick Learner, adaptability, problem-solving, strong communication, teamwork, dependability, emotional intelligence, attention to detail, time management, a resilient work ethic, and a drive for continuous learning