PRATIK KHAMBEKAR

ASSISTANT MANAGER - DIGITAL MARKETING & BRANDING

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PROFESSIONAL SUMMARY

I'm a versatile Digital Marketing & Branding professional with 4+ years of experience, specialising in digital strategy, data science, and creative content development. Whether it's mastering new technologies like machine learning or diving into the latest trends in branding, I thrive on learning quickly and adapting to new challenges. I've led cross-functional teams, built innovative marketing campaigns, and consistently delivered results by staying agile and embracing change. My passion lies in using data-driven strategies and creative problem-solving to help brands grow and connect with their audiences.

EDUCATION

Texas McCombs School of Business – PGP-DSBA, Data Science & Business Analytics

April 2024 – June 2025 (Expected)

V.G. Vaze College (Kelkar College), Mulund – Bachelor of Management Studies (BMS)

April 2016 – May 2019

NIIT – Post Graduate in Digital Marketing

July 2019 – August 2020

Kendriya Vidyalaya AFS thane - XI & XII Science

April 2014 - May 2016

PROFESSIONAL EXPERIENCE

Vitasta Consulting Pvt Ltd – Assistant Manager, Digital Marketing & Branding   **August 2023 – Present**

- Spearheaded branding and digital presence initiatives, aligning marketing strategies with business objectives.
- Rebranded vitasta.com, optimizing user experience and increasing organic traffic by 30%.
- Developed and executed high-impact digital marketing campaigns using data analytics and predictive models.
- Enhanced SEO and ORM efforts, leading to a 25% growth in online engagement.
- Led cross-functional teams to design high-quality marketing collateral, video content, and email marketing templates.

Nityam Software Solutions – Digital Marketing Executive   **June 2022 – March 2023**

- Managed digital strategies for high-profile clients, incorporating SEO, web development, and machine learning techniques.
- Designed comprehensive marketing campaigns for clients such as Econ Packaging and Happipress, improving lead generation by 40%.
- Led UI/UX improvements and developed data-driven insights for client decision-making.
- Utilized AWS and cloud computing for scalable, effective marketing solutions.

New India Co. – Digital Marketer   **June 2021 – January 2022**

- Delivered SEO and social media marketing strategies that significantly increased brand awareness.
- Collaborated with marketing teams to develop data-driven advertising campaigns and optimize online visibility.

Everest Analyticals – Marketing Executive   **January 2020 – May 2021**

- Planned and executed marketing campaigns to boost product visibility and enhance brand presence.
- Analyzed customer data and trends to improve digital marketing performance, increasing lead generation by 25%.
- Managed online advertising efforts through social media channels and Google Ads, ensuring effective brand engagement.
- Coordinated with sales teams to create promotional materials and optimized content for target audiences.

Freelancer – Digital Marketing Consultant & Graphic Designer   **February 2019 – Present**

- Provided end-to-end digital marketing services, from SEO optimization to video editing, for a diverse portfolio of clients.
- Developed responsive websites and implemented digital branding strategies that improved client outreach by 50%.

CORE COMPETENCIES

- **Digital Marketing & Branding:** Growth Marketing, SEO, SEM, Google Ads, ORM, Social Media Strategy, Email marketing
- **Data Science & Machine Learning:** Predictive Modeling, Supervised & Unsupervised Learning, Data Visualization
- **Web Development & UI/UX:** Figma, WordPress, HTML, Elementor, CSS, Js
- **Creative Content:** Graphic Design, Video Editing, Adobe Illustrator, Photoshop, After Effects
- **Cloud Computing & Architecture:** AWS, EC2, Solution Architecture
- **Project Management:** Cross-functional Leadership, Strategic Planning, Campaign Execution
- **Analytics & Performance:** Google Analytics, Data Reporting, NumPy, pandas

KEY PROJECTS & ACHIEVEMENTS

Fake News Detection using Machine Learning

- Developed a machine learning model using Logistic Regression and Supervised Learning to detect fake news, achieving an 85% accuracy rate.
- Used NumPy, pandas, and data visualization techniques for comprehensive analysis and reporting.
- Implemented Unsupervised Learning models and Linear Regression to enhance the predictive power of the solution.

AWS Certified Solutions Architect (Associate)

- Created scalable cloud-based solutions using Amazon EC2 and AWS architecture for digital marketing campaigns.
- Developed a cloud infrastructure strategy that optimized cost and performance, reducing client infrastructure costs by 20%.

Vitasta Website Rebranding & Redevelopment

- Led the complete rebranding and redesign of vitasta.com, improving site performance and reducing bounce rate by 15%.
- Implemented UI/UX best practices and utilized Figma for enhanced user experience.

CERTIFICATIONS & TECHNICAL SKILLS

- AWS Certified Solutions Architect (Associate)
- Google Ads & Analytics Certification
- HubSpot Inbound Marketing Certification
- AI-Powered Performance Ads Certification
- Python for Data Science: Python, pandas, NumPy
- Graphic Design & Video Editing: Adobe Illustrator, Photoshop, After Effects
- Web Development: HTML, WordPress, Elementor, CSS, Js
- SEO/SEM Tools

LANGUAGES

- English
- Marathi
- Hindi

INTEREST

Photo	Gaming	Football	Creativity	Workout	Upskilling