



PRATIK KHAMBEKAR

Assistant Manager – Digital Marketing & Brand Management

📍 Thane (W), Maharashtra

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🌐 [LinkedIn Profile](#)

📅 D.O.B - 30/05/1998

➤ PROFESSIONAL SUMMARY

Results-driven Digital Marketing & Brand Management professional with **5+ years of proven experience** in multi-brand portfolio management, performance marketing, and data-driven campaign execution. Expert in **AI-powered content creation, influencer marketing, and cross-functional team leadership**. Demonstrated success in scaling digital presence across 6+ brands simultaneously, achieving **60+ lakh organic reach and 3-5x follower growth**. Combines technical expertise in Python, data visualization, and web development with creative storytelling and strategic brand positioning.

➤ CORE COMPETENCIES & TECHNICAL SKILLS

Digital Marketing & Strategy

Brand Strategy • Performance Marketing • Campaign Management • Social Media Marketing • Content Strategy • Influencer Marketing • SEO/SEM • Paid Advertising (Meta Ads, Google Ads) • A/B Testing • Conversion Optimization

Creative & Technical Tools

Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro) • Canva • HTML • CSS • JavaScript • WordPress • Elementor • Video Editing • Motion Graphics • UI/UX Design

Data Science & Analytics

Python • Pandas • NumPy • Seaborn • Matplotlib • Data Visualization • Google Data Studio • Excel Dashboards • Statistical Analysis • Machine Learning • Predictive Analytics • ROI Measurement

Project Management & Leadership

Cross-functional Team Leadership • Stakeholder Management • Campaign Coordination • Budget Management • Training & Development • Process Optimization • Crisis Communication • Vendor Management

➤ PROFESSIONAL EXPERIENCE

Infra.Market

Assistant Manager – Digital Marketing & Brand Management

Jan 2025 – Present | Thane, Maharashtra | Full-time

Portfolio: Metkut | Kath N Ghat | Baba Pav Bhaji | Jolly De Parathe | Koka Café & Bar | Estrella Resort

- Spearheaded complete digital transformation for 6 restaurant brands, managing end-to-end strategy, content creation, paid advertising, and performance analytics
- Developed and executed comprehensive monthly content calendars integrating seasonal campaigns, event marketing, and promotional offers across all brands
- Created 60+ AI-powered video reels monthly using advanced scripting techniques, trend analysis, and emotional storytelling frameworks
- Designed and launched full-funnel marketing campaigns including Goan Fest, Grill Fest, Pan Asian Fest, Crab Fest, IPL activation, and festive specials
- Managed 15+ on-ground video production shoots including creative direction, script development, post-production editing, and voiceover coordination
- Built comprehensive influencer marketing ecosystem with 20+ nano and micro-influencers, structuring barter deals, paid collaborations, and content scheduling
- Developed internal Content Blueprint system with standardized scripts, captions, hooks, and visual templates improving content turnaround by 40%
- Managed in-house Meta Ads and Google My Business optimization, reducing agency costs by 30% while maintaining performance standards
- Created custom HTML/CSS/JavaScript digital menu for Koka Café as independent 2-week development project
- Implemented weekly performance tracking dashboards using Google Data Studio for real-time ROI monitoring and stakeholder reporting

Key Achievements & Impact:

- Generated 60+ lakh views through organic and paid campaigns within 5 months
- Scaled Instagram following by 3-5x across multiple restaurant brands
- Delivered 10+ lakh reach and 40K+ interactions through influencer campaigns
- Produced 100+ high-converting static and video creatives with 90% approval rate
- Established training systems and SOPs for seamless team transitions and knowledge transfer

Vitasta Consulting Pvt. Ltd.

Assistant Manager – Digital Marketing & Brand Development

Aug 2023 – Dec 2024 | Mumbai, Maharashtra

- Led complete website rebranding for vitasta.com including UI/UX redesign, SEO optimization, and content restructuring resulting in 30% organic traffic increase
- Developed comprehensive L&D training modules for HR teams and recruiters including onboarding processes and skill development frameworks
- Designed branded email templates, recruitment creatives, and video explainers improving candidate engagement rates by 25%
- Optimized LinkedIn company presence and recruiter profiles for inbound lead generation and brand visibility
- Managed Google My Business optimization across multiple service categories enhancing local search discovery

Nityam Software Solutions

Digital Marketing Executive

Jun 2022 – Mar 2023 | Mumbai, Maharashtra

- Acquired advanced HTML, CSS, and JavaScript skills within weeks to support frontend development and product enhancement initiatives
- Managed CMS-driven website development including content management, layout optimization, and user experience improvements
- Executed eCommerce platform setup including product catalog management, category structuring, and checkout process optimization
- Collaborated with development teams to align technical capabilities with marketing objectives and campaign requirements
- Published SEO-optimized blog content and managed content publishing pipelines for improved search visibility

New India Co.

Digital Marketing Specialist

Jun 2021 – Jan 2022 | Mumbai, Maharashtra

- Developed and maintained WordPress websites with custom product pages and e-commerce functionality
- Created comprehensive branded visual assets including banners, social media graphics, video content, and motion graphics
- Managed video production pipeline from concept to final delivery including editing, color grading, and audio optimization
- Executed integrated social media strategies including content calendars, community engagement, and promotional campaigns

Everest Analytics

Marketing Executive

Jan 2019 – May 2021 | Mumbai, Maharashtra

- Managed comprehensive client communication workflows including brief documentation, feedback integration, and project coordination
- Designed and executed email marketing campaigns with advanced analytics tracking for conversion optimization
- Supported sales enablement through creation of pitch decks, proposals, and client presentation materials
- Contributed to content strategy development including blog ideation, analytics reporting, and performance measurement

➤ NOTABLE PROJECTS & TECHNICAL ACHIEVEMENTS

- Fake News Detection ML Model: Developed machine learning solution achieving 85% accuracy using Logistic Regression, Pandas, and supervised learning techniques
- Koka Café Digital Menu: Custom-coded interactive digital menu using HTML, CSS, and JavaScript completed as independent 2-week project
- Multi-Brand Influencer Strategy: Orchestrated 15+ influencer collaborations with ₹50K budget generating 10+ lakh reach across restaurant portfolio
- Google My Business Optimization: Enhanced local search visibility and customer engagement for 6+ F&B brands through strategic listing optimization
- Festive Campaign Series: Conceptualized and executed 6+ themed marketing campaigns driving seasonal engagement and revenue growth

➤ EDUCATION & PROFESSIONAL DEVELOPMENT

Masters – Data Science & Business Analytics

Texas McCombs School of Business | Apr 2024 – Jun 2025

Post Graduate – Digital Marketing & Branding

NIIT | Jul 2019 – Aug 2020

Bachelor of Management Studies (BMS)

V.G. Vaze College, Mumbai University | 2016 – 2019

➤ CERTIFICATIONS & TECHNICAL PROFICIENCIES

Analytics & Development

Python for Data Science • Pandas & NumPy • Seaborn & Matplotlib • HTML/CSS/JavaScript • WordPress & Elementor • Google Data Studio • Advanced Excel

Marketing & Advertising

Google Ads Certified • HubSpot Inbound Marketing • AI-Powered Performance Ads • Meta Ads Manager • WhatsApp Business • Google My Business

➤ LANGUAGES

English: Fluent (Professional)

Hindi: Fluent (Native)

Marathi: Native

➤ PROFESSIONAL INTERESTS

Data Analytics & Visualization • AI in Marketing • Video Production • Web Development • Brand Strategy • Football • Gaming