

KETAN SHINDE

Strategic Marketer and Business Innovator

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Experienced digital marketing professional skilled in leading teams and driving impactful initiatives across diverse industries. Proficient in content creation, website design, SEO, e-commerce, and digital advertising. Proven ability to enhance brand visibility and drive conversion. Seeking opportunities to leverage expertise for organisational growth.

// EXPERIENCE

Digital marketing lead	Sphere soft solutions India
Oct 2023 - Apr 2024	<p>At Sphere Soft, I spearheaded dynamic teams across three companies: Sphere, Melity, and BoutPet. My role encompassed various aspects of digital marketing and technical operations.</p> <p>Key Responsibilities:</p> <ul style="list-style-type: none">• Led teams in content creation, ensuring high-quality deliverables aligned with brand objectives.• Orchestrated website design and development projects, overseeing the entire process from conception to launch.• Established and managed content calendars, optimising schedules for podcast marketing and social media campaigns. <p>Notable Achievements:</p> <ul style="list-style-type: none">• Successfully revamped website designs for all three companies, resulting in improved user engagement and conversion rates.• Implemented innovative content strategies, leading to a significant increase in organic traffic and brand visibility.• Streamlined server management processes, enhancing efficiency and reducing downtime for all platforms.

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Ecommerce executive	Smarter surfaces & Playa blanca villas
Jul 2021 - Apr 2023	<p>Smarter Surfaces manufactures versatile surface solutions like whiteboards and projection surfaces, serving customers globally through e-commerce platforms.</p> <p>Playa Blanca Villas offers holiday rentals in Spain, operating via online platforms in Ireland, the UK, Spain, and Germany.</p> <ul style="list-style-type: none">• Developed and executed e-commerce strategies in line with business goals.• Conducted competitor analysis for ongoing improvement.• Managed product listings, pricing, inventory, and promotions across multiple countries.• Executed digital marketing campaigns to boost website traffic and engagement.• Optimised search engine visibility through SEO techniques.• Analysed website performance and user behaviour for enhancement.• Leveraged e-commerce data for insights and recommendations.

Digital Marketing executive	Prop island technologies
Jan 2020 - Jun 2021	<p>Prop Island Technology is a Mumbai-based Prop-Tech company specialising in sales of semi-luxury, Uber luxury, and fully luxury real estate across India, Australia, New Zealand, UAE, and Turkey through various digital acquisition channels.</p> <ul style="list-style-type: none">• Developed a user-friendly website on WordPress for property listings and integrity forms without the need for developers or designers.• Designed and wrote content for landing pages.• Implemented a customised SEO solution to enhance marketing effectiveness.• Conducted regular keyword research, competitive analysis, and content optimization for SEO.• Managed WordPress and marketing automation tools like Mautic and Hotspot.

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	<ul style="list-style-type: none">• Regularly analysed SEO data using Google Webmaster and Google Analytics.
Digital Marketing manager	Sangam properties & developers
Feb 2018 - Nov 2019	<p>Sangam Properties and Developers, renowned for their residential and commercial real estate projects, prioritise organic website outreach for client acquisition, being a cost-effective channel.</p> <ul style="list-style-type: none">• Designed and developed websites using HTML, CSS, and WordPress.• Supervised a team ensuring smooth service operations.• Regularly engaged with clients to enhance conversion rates.
Digital Marketing executive	Brand canvas technologies
May 2015 - Jan 2018	<p>Brand Canvas Technologies, a Mumbai-based digital marketing agency, serves SME sector companies across diverse industries like FMCG and E-commerce.</p> <ul style="list-style-type: none">• Designed and developed high-conversion landing pages and websites using CMS like WordPress, Shopify, and Magento.• Created creative content for clients' Facebook, Instagram, and Twitter accounts.• Crafted SEO-friendly content.• Ran ad campaigns on Facebook, Instagram, and Twitter.• Conducted keyword research and competitor analysis.
Founder	Getitdone.co.in
Dev 2012 - Oct 2013	<p>Getitdone.co.in founded in 2012 was a web based ed-Tech service platform. Visioned towards assisting college students to stay up to mark with college assignments Assuring stress free academic progress.</p> <ul style="list-style-type: none">• Designed and develop web platform using HTML, CSS & WordPress• Handled a team of coworkers managing smooth service operations

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// FREELANCE PROJECTS

Ecommerce website	Greenaura.co.in & Icyflames.in
Mar 2022 - Aug 2022	<p>Green Aura, Mumbai based firm selling plants, pots & landscaping service packages through online stores.</p> <p>Icy Flames by Charms Clothings, Mumbai based firm selling high quality Kids Wear from Icy Flames online store.</p> <ul style="list-style-type: none">• Online store built on Wordpress, using WooCommerce.• Google Analytics, GTM, Bing webmaster & MS Clarity integrated.• Integrated with payment gateway & shiprocket.

Wordpress website	19east.in & Matricbuilders.in
Jul 2021 - Apr 2023	<p>19 East, a luxury residential project in Navi Mumbai, Maharashtra.</p> <p>Matrix Builders & Developers, a trusted name in Navi Mumbai's real estate, known for crafting exceptional living spaces with a commitment to quality.</p> <ul style="list-style-type: none">• Project website built using Wordpress.• Fully integrated with Marketing CMS Mautic.• Enabled with adding or removal of product from the backend.

// CASE STUDY

Smarter surfaces	Driving organic growth form Smarter surfaces
Jul 2021 - Apr 2023	<p>The implementation of a comprehensive SEO strategy, including keyword research, on-page optimization, content marketing, technical SEO improvements, and local SEO optimization, led to significant organic growth for Smarter Surfaces.</p> <p>https://tinyurl.com/Case-study-ketan-shinde</p>

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// LEADERSHIP & TEAM MANAGEMENT

Expedition coordinator	Trailblitzz adventures
2017 - 2019	Weekly Hiking, Trekking & Mountaineering expeditions, with group size ranging from 15 - 30 participants. Coordinating with team & managing participants throughout events in Maharashtra.

// SKILLS & HOBBIES

Skills	<ul style="list-style-type: none">• Design Softwares : Basic Adobe Illustrator, Indesign, Photoshop• Web & Marketing Platforms : Wordpress, Shopify, Woo Commerce, Hubspot, SemRush.• Programming Languages: Html, Css.• Digital Marketing: SEO/SEM, PPC, A/B Testing.• IT Technical: Hardware - Network troubleshooting, MS Windows troubleshooting.• Sales & Service: Excellent communication, Real Estate Negotiations.• Other: Self Motivated, Good at problem solving, Team player.
Hobbies	<ul style="list-style-type: none">• Outdoor & Adventure: Hiking, Trekking, Fishing, Camping, Motorcycle tours, cycling.• Nature: Gardening, Water & Soil conservation study.• Indoor: Reading (Horror & Mystery) , Board Games, Video Games.• Health: Yoga , Meditation.• Art & Culture: Visiting art exhibitions & museums, Tribal studies.• Technology: DIY electronics, Motorcycle building.

// EDUCATION

Ssc	Maharashtra state board
2009	Fr. Agnel School, Vashi Marathi medium.

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Dip. Mechanical engg.	Msbte
2009 - 2013	Fr, Agnel Polytechnic, Vashi. Dropped out In 3rd year
Hsc	Private university
2012	Distance learning

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