

Sandip Dave

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Professional Summary

An AI-Powered, Award-winning Google-certified Marketing Professional with over 16 years of experience in digital marketing, brand management, and business development. Expertise in B2B & B2C marketing, trade marketing, content creation, and strategic planning. Proven ability to lead high-performing teams, drive revenue growth, and deliver exceptional consumer experiences. Adept at leveraging emerging technologies to optimize marketing strategies for various industries-IT, Edtech, Automobiles, BFSI, FMCG, Real Estate.

Skills & Core Competencies

- Global Digital Marketing Strategist catering to US, UK, APEC, Middle East and India
- SEO, SEM, SMO, SMM, Ads, Email campaign mgm, AI & Automation, CRM/ERP Handling
- Content Marketing-Content for website, emailers, ad copies, case studies, press releases, internal communications, whitepapers, blogs.
- B2B Mktg, Strategy Development, Brand Awareness & Retail Visibility
- Market research, Strategic Planning, Product Marketing (SaaS), EdTech, Automobiles, Competitive Analysis.
- Media Planning/Buying, YouTube/App/LinkedIn Mktg, Leads Generation, ATL, BTL, Events
- Creatives, PPT's, Videos, Data Analytics, Reporting, Campaign Performance & Evaluation.
- Performance Marketing-Email marketing, Google Search(GDN), Meta Awareness, Meta Lead Generation, LinkedIn, etc.

Tools Proficiency

- Digital Marketing: SEMrush, Keyword Planner, Spyfu, Yoast SEO, Analytics, Search Console
- Social Media: LinkedIn/Meta Ads, Google Ads, Sales Navigator, Socialsonic, HootSuite
- Content: Jasper, Mailchimp, Trello, Office365, ChatGPT, DeepSeek, Notion, Gemini, Canva
- CRM/Automation: Excel/Powerpoint/Videos using AI, AI Chatbots, Zoho, Zapier, Power BI

Professional Experience

Kinetic Watts & Volts Ltd. (Kinetic EV)

Manager Marketing | September 2025-Till date

- Branding-oversee a wide array of functions including branding, communication channels, product development, online and offline promotions (ATL, BTL & Events), and surveying and polling demographics, developing products, and other relevant field research.
- Team Management- handling a team of SEO, Development, Social Media and External Agency team coordination.
 - Execute comprehensive digital marketing strategies SEM, SEO, SMM, Website, Content. Handling CXO social media profiles.
- Overhaul existing email marketing efforts to measure and optimize success. Integrate email marketing efforts with CRM, marketing automation, and analytics. WhatsApp marketing.
 - Media buying and Media Planning- Successfully implemented Paid ads campaigns. Decreased ads spend waste by 60% by eliminating low performing keywords and placements and adding negative keywords to filter out irrelevant searches. Boosted conversion rates by 50% by revamping landing pages and as copies and reducing bounce rates. Achieved 6X ROAS across google and social media Ads.

Facile IT Services

Performance Marketing Manager | March 2025-August 2025

- Design, execute comprehensive email marketing strategies aligned to business objectives. Media buying and Media Planning.
- Execute comprehensive digital marketing strategies SEM, SEO, Website, Content
- Overhaul existing email marketing efforts to measure and optimize success.
- Establish clear KPIs and performance benchmarks (e.g., open rates, CTRs, conversions).
- Lead A/B testing, segmentation, & automation strategies to maximize engagement
- Identify opportunities to improve campaign performance through analysis.
- Develop targeted email workflows for different audience segments..
- Implement personalization techniques, behavioral triggers, & lifecycle sequences.
- Leverage AI-driven automation & analytics tools for smart segmentation, & retargeting.
- Ensure high email deliverability and compliance with best practices.
- Optimize email content and design for high engagement and conversion rates.
- Integrate email marketing efforts with CRM, marketing automation, and analytics.
- Team Building & Collaboration

Ebuiz Business Solutions

Marketing Manager | March 2024 – March 2025 (March 24–August 24 I Dec 24-March 25)

- Execute comprehensive digital marketing strategies SEM, SEO, and social media platforms. Media Buying & Media Planning.
- Conducted market research & developed marketing plans aligned with business goals.
- Leading a high-performing marketing team, fostering innovation
- Enhanced product visibility through strategic branding and in-store merchandising.

DealerMatix Technologies

Marketing Manager | May 2023 – February 2024

- Led integrated marketing activities for ISV/SI, cloud, and DMS services.
- Created thought leadership content, including blogs, case studies, and white papers.
- Improved SEO performance and increased website traffic through strategic optimizations
- SEO, SEM, SMM, LinkedIn B2B Marketing, Video Creation, Marketing communications
- Landing Pages content & creation, Email Marketing, Marketing Automation
- Revamped monthly reporting by adopting Power BI, Analytics & Reporting
- Revamped website, brochure creation demo videos, managed Salesforce global events
- Demand, generation, brand equity, events mgm, corporate communications, and PR teams

MSys Technologies

Senior Manager - Digital & Content Marketing | October 2018-April 2023

- Global Digital Marketing Strategist building differentiated company positioning and concise customer value propositions with appealing brand stories.
- Design & execute a comprehensive email marketing strategy aligned with business goals
- Leverage AI-driven automation & Develop targeted email workflows for different audiences
- Content Marketing, Eventbrite, LMS, Website, Email, Social Media-Instagram, LI, FB, X, Media Buying and Media Planning.
- Formulating content strategies for group companies-Pan Learn, Mobinius, Digifutura
- Team Management, SEO, SEM, SMM, Affiliate Marketing, LinkedIn B2B, B2C Marketing
- Keywords, Backlinks, Landing Pages content creation. Integrate email marketing efforts with CRM, marketing automation, and analytics platforms for seamless reporting
- Demand, generation, Influencer Marketing, Corporate Communications, and Press releases
- Organic and Paid Lead Generation through pre-sales team, digital and email mktg teams
- Content creation LMS, Videos-YouTube, Influencer Mktg, Webinars, Podcasts
- Responsible for content including brochures, website, blogs, whitepapers, email, ads
- **Optimized website, CTAs, improved traffic by 50%, MQL(B2C/B2B Leads) by 40%**

Taj Advertising

Business Head (Marketing), | May 2014 – September 2018

- Execute marketing strategies for clients- SEM, SEO, SMM, Email, ATL, BTL, Events
- Content creation website, email, ad copies, video, blogs, case studies, testimonials
- Leading a high-performing marketing team, deliver creative, data analytics, and reports
- Develop and maintain existing client relationships
- Handling signage projects, Printing of various POP and POS elements

Additional Experience

- Sr. Executive (Agency-Business Development), Bajaj Allianz GIC Ltd (2013): Led agent recruitment, training, and retail business development.
- Unit Sales Manager, ICICI Lombard GIC. Ltd., (2011– 2012): Bancassurance retail sales of GI product suit. Product training to RM's in various branches of IngVysya Bank.
- Marketing Executive, Varun Radiators Pvt. Ltd (2005–2011): Managed B2B marketing, OEMs, industrial marketing and distributor dealer network expansion.

Education

- MBA (Finance), S.K. Patel Institute of Management, Gujarat University, 2005
- B.I.T & C.A., Saurashtra Hi-Tech College, Saurashtra University, 2003
- 10+2 (Science), De Nobili School (ISC Board), 1999
- 10 De Nobili School, (I.C.S.E Board, Delhi), 1997

Certifications

- Google Certified (AdWords, Analytics, Digital Sales) I Advanced Digital Marketing (Lavenir Institute) I SEO, Advanced SEO and Content Marketing (HubSpot Academy, Udemy)
- Wordpress, Mobile App Marketing & LinkedIn Marketing (Udemy) I The Complete Facebook Sales Funnel Blueprint I Excel with AI (Growthyfai) I Power BI (Skill Nation)

Achievements

- Successfully led marketing campaigns, improving lead generation and ROI.
- Increased Organic traffic by 5times
- Ranked overall 200+ keywords and 50+ keywords on page 1 of Google.
- Decreased ads spend waste by 50% by eliminating low performing keywords and placements and adding negative keywords to filter out irrelevant searches.
- Boosted conversion rates by 40% by revamping landing pages and as copies and reducing bounce rates.
- Achieved 5X ROAS across google and social media Ads.
- Achieved significant results through content-driven demand generation & SEO strategies.

Awards and Accolades:

- Promoted to Senior Manager- Digital & Content Marketing.
- Promoted to Group Manager- Digital & Content Marketing.
- Won MSys Excellence Award, 2018 in recognition for outstanding performance at work.
- Won Team Player of the year award, 2019.
- Won Performance Excellence Award, 2020.

Personal Dossier

- Gender – Male
- Languages known - English, Hindi, Gujarati, Bengali, Marathi (Beginner)
- Willing to relocate – Yes
- Notice Period – 1 month
- Temporary Address: VTP Leonara, Nande Balewadi Road, Pune.
- Permanent Address: S.G.Hihghway, Ahemdabad.