



Venugopal Patil

Marketing Manager

A creative & resourceful marketer skilled in SEO, Content Marketing, Social Media/Email Campaigns, Event Branding, Influencer Collaborations & Performance Marketing. Looking for suited opportunities to scale up my marketing career.

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📍 Nagpur

WORK EXPERIENCE

Digital Marketing Head Shish Industries Limited

08/2024 - 12/2024

Surat

Shish group of companies features various ventures in industrial packaging, roofing, insulation as well as smart hospitality sector.

Achievements/Tasks

- **Led performance marketing campaigns**, driving **300+ monthly B2B qualified leads** with a cost-per-acquisition (CPA) of **INR 100** domestically and **INR 750** internationally, leveraging **data-driven strategies (A/B tests)** to optimize lead generation across social media and search channels
- **Spearheaded retention and engagement campaigns** via email for B2B clients in the thermal insulation solutions industry, utilizing **personalized messaging, segmentation** to enhance customer engagement
- **Led the successful launch of 5 websites** within the Shish Group of companies, incorporating **competitive analysis, keyword research, SEO implementation** to improve organic traffic and customer acquisition
- **Managed industry-specific influencer collaborations** for multiple sub-brands, driving **150+ B2B leads per collaboration on average**; collaborating with sales team for enhanced lead quality
- Managed and mentored a team of **10 SEO/Social Media Executives, Designers, and Video Editors**, overseeing **marketing strategy** and execution for **5 companies across diverse sectors** including **industrial packaging, roofing, insulation, and hospitality** while driving cross-functional alignment towards end-goals for each company
- **Led event marketing** initiatives, including the creation of **brochures** and other **collateral materials** for key industry events
- **Developed frameworks and best practices** for B2B marketing, including **lead generation, customer retention, and cross-channel engagement** for diverse industries
- Managed a social media agency for managing the B2C segment of Shish Industries, monitoring **performance marketing campaigns, social media calendar** and influencer collaborations

SKILLS

Social Media Campaigns

SEO

Analytics

Performance Marketing

Content Marketing

Retention Campaigns

Email Marketing

Growth Hacking

Event Marketing (B2B)

INTERNSHIP

Film Marketing Intern - Luminosity Films, Mumbai
(04/2018 - 06/2018)

- Successfully closed deal with 7 film projects for brand association
- Developed marketing pitches for the film "Happy Phirr Bhag Jayegi" starring Sonakshi Sinha, worked on brand activation for Green Gold's "Chhota Bheem" and Mattel's "Barbie"

EDUCATION

MDP in Digital Marketing for Performance and Growth
IIM Kozhikode

06/2023 - 03/2024

Courses

- Social media marketing
- Google ads
- Conversion Optimization
- SEO, SEM
- Social Media Listening
- Performance Marketing

MBA in Marketing and Sales
IMT Ghaziabad

06/2017 - 04/2019

Courses

- Media & Entertainment Marketing Management
- Fundamentals of Consumer Journey
- Event/Outdoor Marketing Campaigns
- Fundamentals of Integrated Marketing

B.Tech (Civil)
NIT Nagpur

07/2013 - 06/2017

Courses

- Engg Drawing, Soil Engg
- Mechanics, Geology



WORK EXPERIENCE

Marketing Manager

Spacewood Office Solutions Pvt Ltd

08/2023 - 08/2024

Nagpur

A modular office furniture manufacturing company with an extensive product range spanning workstations to soft seating solutions.

Achievements/Tasks

- Headed lead generation campaigns (monthly 100+ leads) on Meta, website traffic and showroom walk-in ads on Google and engagement campaigns on LinkedIn
- Headed content marketing campaigns via blogs, LinkedIn & email to engage the B2B influencers (such as architects)
- Responsible for handling INR 1 Crore+ budget annually, while heading a 4-member team for SEO & social media
- Led overall website revamp project - adding 160+ pages, personally overseeing content, creatives and on-page SEO
- Headed a Virtual Configurator project to incorporate ergonomic chairs as customizable 3D models on website
- Owned product launches with BIFMA testing (for conforming to international manufacturing standards)
- Responsible for branding at industry events pan-India
- Ideated a unique customer-centric storytelling approach to incorporate company's products into the client's spaces

Marketing Manager

Awaaz.De Infosystems Pvt. Ltd.

01/2022 - 05/2023

Ahmedabad

A SaaS-based enterprise making financial services comprehensive by digitizing microfinance via contextual vernacular communication.

Achievements/Tasks

- Established marketing department, crafted brand guidelines, optimized social media & created a brand video
- Lead overall social media strategy comprising content creation, copywriting, sponsored & organic campaigns, achieving annual engagement goals within 40% of budget
- Owned sponsorship negotiations, managed post-event social media to support BD team in lead generation
- Lead company website overhaul, repositioning as a holistic customer engagement platform for financial/microfinance institutions
- Headed online PR campaigns with partner organizations combined with email, blog, social media campaigns

Deputy Manager Expansion

ToneTag

04/2019 - 11/2021

Bangalore

A soundwave-based technology company enabling digital payments and developing business management solutions.

Achievements/Tasks

- Handled company's organic promotional campaigns on all social media - LinkedIn, Facebook, Twitter and Instagram
- Revamped the company's social media strategy to focus on social distancing friendly use cases for company's patented sound technology - increasing engagements by 50%
- Built, trained & managed teams of MIS & Customer Support Executives - ensuring cost savings of 45% for the company
- Developed and ran a Channel Partnership model for RetailPod, company's flagship product in India - predominantly in Maharashtra, Odisha & Madhya Pradesh



CERTIFICATES

Inbound Sales & Marketing Certification

Approaching Sales & Marketing process with the steps: Attract, Delight & Engage to optimize & deliver pitch/content as per the buyer's context.

Google's AdWords & Analytics Certification

Knowledge on Google SEO, bid adjustment, basics of digital marketing on Google Ad Network & analyzing AdWords campaigns via parameters.



AWARDS/ACHIEVEMENTS

Winner, Brand Identity Design Competition, Innovation Summit IMT Ghaziabad - 2017

Campus Finalist, HULT Prize Sustainability Challenge, 2017