



# AKSHAY GOTMARE

**LinkedIn**  
in/akshay-gotmare

**Based**  
Bengaluru

## PROFILE

I am currently working as a Marketing Manager with Amazon helping them to solve business problems digitally. My role includes strategizing digital campaigns to meet the business and marketing objectives.

Prior to this I worked with HDFC Bank, Aditya Birla Capital & Performics.Convonix as a Manager-Digital Marketing handling digital campaigns across Search, Display & Social.

I have completed my MBA in Marketing and was a part of Corporate Relations Team at KJ-SIMSR, in-charge of connecting recruitment teams of corporate houses for campus engagement. I was also runners up in India's biggest Communication Strategy Competition organized by FCB Ulka.

Prior to MBA I have worked in Askme as a Digital Account manager I was responsible for creating and selling innovative customized online advertising solutions across multiple platforms to companies with esteemed brands and their respective agencies. I also conceptualized and successfully executed a global marketing campaign for Askme which was executed across Askme's target markets in Phillipines & Malaysia.

During my MBA, I have also interned with organizations like Zee Entertainment, Colgate, PlanThyBusiness, Rolling Banners in marketing and strategy roles which has helped me develop my acumen as a marketeer.

All these experiences across diverse industries not only brought the best out of me but also helped me establish myself as a high achiever no-matter what the odds.

## WORK EXPERIENCES

### Performance Marketing

Dec 2021

### AMAZON

### Manager- Digital Marketing

Sep 2019 - Dec 2021

### HDFC BANK

- Leading the e-business & revenue generation through digital marketing initiatives on owned & paid media
- Responsible for brand and performance marketing in collaboration with all external agency partners for Google, Facebook, Programmatic, Affiliates, Content Marketing, etc. & internal stakeholders like Product, Business, Call Center, Legal & Finance teams etc.
- Driving App Marketing campaigns for driving brand consideration, registrations & in-app purchases
- Driving digital analytics to deliver contextually relevant communication to customers across multiple channels and touchpoints
- Managing UI/UX for the digital journey and improving conversion rate & engagement by personalizing customer experience on the Bank's website and related properties through Adobe Target

## CONTACT



**Address**  
Bengaluru

## EDUCATION

### PGDM-Marketing

K J Somaiya Institute of Management

### Bachelor of Engineering (B.E.)

Yeshwantrao Chavan College of  
Engineering - YCCE

## EXPERTISE

Web Marketing Strategy

Digital Advertising Sales

Digital Media Sales

Online Marketing

Customer Lifecycle Management

**Digital Marketing Manager**

Oct 2018 - Aug 2019

**ADITYA BIRLA CAPITAL**

- Responsible for driving brand and performance marketing campaigns across business lines: Personal Loans, Credit Cards, Mutual Funds etc.
- Managing all digital campaigns which include ideation, media planning, optimization and performance analysis in collaboration with digital & media agencies, affiliates and other external partners
- Responsible for coordinating with internal stakeholders like Product, Business, Call Center, Legal & Finance teams etc.

Growth Marketing

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Digital Marketing Media

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Customer Relationship Management (CRM)

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**Business Manager-Digital Marketing**

May 2017 - Oct 2018

**PERFORMICS INDIA**

- Complete digital expertise on all search/social platforms across varied industries with experience in campaigns ranging from awareness and brand lift to lead generation, offline conversions, apps and e-commerce.
- Responsible for managing multiple clients to draft digital marketing strategies for their brands.
- Formulation & Implementation of online customer acquisition & retention strategy which includes understanding the target customer, consumer profiling, drawing consumer insights and consumer journey, track conversion rates and suggest improvements to the journey.
- Understanding the overall ecosystem of brand marketing which involves components like SEO, SEM, Web analytics & App Marketing to create action plans for the campaign.
- Conceptualizing and Planning creative content marketing strategies for regular customer engagement to increase stickiness quotient of existing consumers and attract new consumers.
- Handling a team of analysts' & associates' and ensuring growth for each team member – evaluating delivery and thought process, regular feedback and charting out growth road-maps.
- Platform expertise:
  - - Search: SEO, Google Adwords, Webmasters , Structural and Technical website analysis including
  - UI/UX website design, SemRush, Ahrefs, Moz
  - - Social: Facebook, Instagram, Messenger, Twitter, LinkedIn , Youtube
  - - Analytics: Google Analytics, Advanced SimilarWeb, Crazy Egg

**Summer Intern**

May 2016 - Jun 2016

**COLGATE-PALMOLIVE**

- Responsible for consumer market research on customer needs, behaviours, and preferences and delivered recommendations for additional revenue driving product and marketing opportunities.

**Placement Coordinator**

Jan 2015 - Jan 2017

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH (KJ SIMSR)**

- Part of Corporate Relations Team at KJ-SIMSR, in-charge of connecting recruitment teams of corporate houses for campus engagement.