



# Shubham Chanda Saibaba Godselwar

360-degree Digital Marketer



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## OBJECTIVE

Result-Driven **Digital & Media Marketing Expert** | 8+ Years in 360° Performance Marketing, Social Media Branding, & Media Buying | Strategic Innovator in Multi-Channel Campaigns.

## EDUCATION QUALIFICATIONS

- **Secondary School Certification**  
Jawahar Navodaya Vidyalaya, Gadchiroli | CBSE - 75.20% | 2009
- **Higher Secondary Certification**  
Sri Chaitanya Junior Kalasala, Hyderabad, Telangana State | State Board - 94% | 2011
- **Bachelor of Engineering in Information Technology**  
St. Vincent Pallotti College of Engineering and Technology, Nagpur, Maharashtra State | Nagpur University - 70% | 2015
- Secured **2nd and 1st position** in **5th and 8th Semester** respectively in **B.E. (IT)** at Nagpur University

## CURRICULAR ACTIVITIES

- Coordinator of the **"GRAFFITI WALL"** event in INSIGHT 2K11
- Member of **Computer Society of India** in 2013-14
- Coordinator of **"SINGING"** event in 2K13
- **Core Committee member** of TECHNEX 2K14
- Elected as a **Department Head (IT)** in 2014 -15
- **Core Committee Member** at INSIGHT 2K15

## CAREER ACHIEVEMENTS

- **Employee of the Month** Dec'16 at Arista Systems in 2016
- **India 500 Most Promising IT Company for Quality Excellence for Eminent Digitals** in 2019
- Recognized by **StartupIndia** for Greev Energy Pvt. Ltd. in 2022
- Awarded as **Pune Entrepreneur 2023** by SwiftNLift Media in 2023

## PROFILE SUMMARY

- Experienced and results-driven professional with a proven track record in digital marketing and operations. Possessing a solid foundation in both marketing strategy development and operational excellence to drive growth and efficiency in dynamic environments.
- With 8+ years of experience in Digital Marketing and Operations, I have successfully orchestrated multifaceted ad campaigns, optimized operational processes, and delivered measurable results.
- Proficient in leveraging a wide range of digital marketing tools and platforms, I excel in maximizing ROI, enhancing brand visibility, and engaging target audiences across various channels.
- Visionary, Motivated, and ambitious entrepreneur having 2+ years of business experience with a proven history of leading high-growth organizations to unprecedented success.
- Known for developing strong relationships with Clients, vendors, investors, and industry partners.
- Committed to continuous improvement, I thrive on identifying opportunities for innovation and driving initiatives that propel organizational success.
- Adept at navigating complexities and managing stakeholders, I am poised to contribute to the continued growth and success of forward-thinking organizations in the digital age.

## WORK EXPERIENCE

### Director – Marketing and Operations

Vantic Electric (Greev Energy Private Limited), Pune, India

September 2021 - Present

- **Developing EV Marketing Strategies:** Led the development of marketing strategies specifically tailored to promoting electric vehicles, highlighting their features, benefits, and environmental advantages.
- **Brand Positioning:** Developed and maintained a strong brand identity for the EV company, emphasizing its commitment to sustainability, innovation, and cutting-edge technology through Social Media channels.
- **Product Launches and Campaigns:** Planned and executed marketing campaigns for EV models, including product launches, advertising initiatives, and promotional events.
- **Offline Branding Activities:** Led media buying activities such as Newspaper ads, theatre campaigns, auto hood, direct paper insertion and placement of hoardings strategies, and managed a comprehensive offline marketing strategy to enhance brand visibility and product awareness.
- **Market Research and Analysis:** Conducted market research to identify trends, customer preferences, and competitive landscape in the electric vehicle market. Analyze data to inform marketing strategies and product development efforts.
- **Team Leadership:** Handled a team of 10+ marketers and provided leadership, direction, and guidance to foster a collaborative and high-performance work environment.
- **Cross-functional Collaboration:** Collaborated with other departments such as Sales, Service and Customer care to ensure alignment of strategies with overall business objectives.
- **Performance Measurement and Reporting:** Established key performance indicators (KPIs) to track the effectiveness of marketing campaigns and operational processes. Generate regular reports to evaluate performance and make data-driven decisions.
- **Sales Support and Dealer Management:** Provided marketing support to the sales team by generating B2B leads, and managing relationships with dealerships, ensuring alignment between marketing efforts and sales objectives.

## CORE COMPETENCIES

- Digital Marketing
- Performance Marketing
- Media Buying
- Social Media Marketing
- Strategy Development
- Business Operations
- Client and Vendor Management
- Strategic Decision-making
- Market Research and Analysis
- Team Management
- Resource Management

## MARKETING SKILLS

- Pay-per-click Ads
- Google Ads and Analytics
- YouTube and Snapchat
- Social Media Branding
- Meta Ads and Analytics
- Outdoor Marketing
- Amazon Marketing
- Bing and Yahoo Ads
- Google Bulk Editor
- Keyword Tools
- Excel and PPT
- Indian and USA clients

## SOFT SKILLS

- Quick Learner
- Self-Motivated and Confident
- Solution Centric Attitude
- Well-organised

## LANGUAGES KNOWN

- Marathi
- Hindi
- English
- Telugu (Basic)

## PERSONAL DETAILS

- **DOB:** 12<sup>th</sup> December 1993
- **Address:** Pune, India
- **Nationality:** Indian
- **LinkedIn:**  
<https://www.linkedin.com/in/shubham-godselwar-59b8>
- **Portfolio:**  
<file:///C:/Shubham/Shubhan%20Personal/Professional%20Details/Resume/Shubham%20Marketing%20Portfolio.pdf>

- **Engagement and Public Relations:** Built relationships with media vendors, influencers, YouTubers, and industry partners, negotiating contracts to achieve cost efficiencies to enhance the company's reputation and promote its EV offerings.
- **Strategic Planning:** Contributed to the developing long-term strategic plans for the organization, providing insights and recommendations based on market trends and business objectives.
- **Platforms:** Google Ads, Google Analytics, YouTube, Facebook, Instagram, LinkedIn, Excel, Keywords Tool, PowerPoint, Biziverse CRM, Media Buying, etc.

### Co-Founder and Director

**Eminent Digitals (HamTed Digi Solutions Private Limited), Pune, India**  
**December 2018 - April 2021**

- **Developing Marketing Strategies:** Led the development and implementation of comprehensive marketing strategies aligned with the product objectives, target audience, and brand positioning for the Clients through Pay-Per-Click, Social Media branding, SEM, and SEO campaign management.
- **Brand Management:** Oversee the maintenance and enhancement of the client's brand image and identity across all marketing channels and customer touchpoints.
- **Offline Marketing Management:** Planned, executed, and measured the effectiveness of marketing campaigns across various channels such as Digital, Print, OTT and Broadcast media.
- **Budget Management:** Developed and managed the marketing budget, allocating resources effectively to maximize ROI and achieve marketing goals.
- **Team Leadership:** Handled a team of 25+ and provided leadership, direction, and guidance to foster a collaborative and high-performance work environment.
- **Cross-functional Collaboration:** Collaborated with other departments such as Content, Design, Branding and finance to ensure alignment of strategies with overall business objectives.
- **Operations Management:** Oversee day-to-day operations to ensure efficiency, productivity, and compliance with company policies and procedures.
- **Process Improvement:** Identified opportunities for process improvement and optimization within operational functions, implementing best practices to enhance overall team and company improvement.
- **Vendor Management:** Managed relationships with external vendors, agencies, and partners involved in marketing and operational activities, ensuring deliverables are met on time and within budget.
- **Performance Measurement and Reporting:** Established key performance indicators (KPIs) to track the effectiveness of marketing campaigns and operational processes. Generate regular reports to evaluate performance and make data-driven decisions.
- **Compliance and Regulatory Affairs:** Collaborated with legal, accounting, and compliance teams to stay updated on industry regulations and compliance requirements relevant to business activities and operational practices, ensuring adherence to the legal standards of the Company.
- **Strategic Planning:** Contributed to the development of long-term strategic plans for the organization, providing insights and recommendations based on market trends and business objectives.
- **Additional Responsibilities:** Managed BPO/KPO, and HR department to contribute effectively to the Company's growth and performance.
- **Platforms:** Google Ads, Google Analytics, YouTube, Facebook, Instagram, LinkedIn, Google Editor, Excel, Keywords Tool, PowerPoint, Hotstar, Media buying, offline channels, etc.
- **Clients:** Handled Healthcare, Automobile, Real Estate, Educational, Financial and other clients.

### PPC Specialist

**InnoServ Digital Private Limited, Pune, India**  
**September 2017 - October 2018**

- **Set up and Creation:** Set up multiple Ad accounts, Created, Managed, and Optimized PPC campaigns successfully to get better results on Google, Facebook and Instagram.
- **Strategy and Planning:** Developed multiple and effective strategies to set up an account, and campaigns to generate the results and brand visibility on Google and Facebook platforms.

- **Keyword Research:** Identified and used keywords based on their relevance to the product being promoted using a keyword planner and various tools like Keyword Tool, SEMrush, etc.
- **Ad Copy Writing:** Writing effective and result-oriented ad copies for better visibility and revenue generation on Google, Facebook and Instagram.
- **Website Analysis and Inputs:** Auditing and analyzing the performance of the website, identifying elements to be tested and suggesting changes to make it user-friendly.
- **Competitor Analysis:** Monitored competitor activities, and their website at regular intervals and suggested the inputs for the project.
- **Google Editor:** Create/edit multiple campaigns, importing and exporting campaigns, keywords, and ads using the bulk editor for faster and more accurate setup.
- **Microsoft Tools:** Created keywords, and ads, Performed HLOOKUP and VLOOKUP through Excel, and made a presentation using PowerPoint.
- **Performance Report Generation:** Maintained historical and prepared performance reports to measure and compare the performance monthly.
- **Optimization:** Optimized the campaigns using various methods like Bid Strategy, Keywords, Bidding, Search term reports, Ad performance, etc.
- **Budget:** Managed a maximum monthly budget of 15-20 lakhs including Google and Facebook platforms.
- **Platforms:** Google Ads, YouTube, Facebook, Instagram, Google Editor, Excel, Keywords Tool, PowerPoint, etc.
- **Clients:** Handled Healthcare, Automobile, Real Estate, Educational, and Consulting Indian clients.

#### Online Marketing Associate

Arista Infotech (Arista Systems Private Limited), Nagpur, India

July 2015 - August 2017

- **Campaign Creation:** Created, Managed, and Optimized PPC campaigns successfully to get better results
- **Keyword Research:** Identified and used keywords based on their relevance to the product being promoted using a keyword planner and various tools like Keyword Tool, SEMrush, etc.
- **Ad Copy Writing:** Writing effective and result-oriented ad copies for better visibility and revenue generation.
- **Optimization:** Optimized the campaigns using various methods like Bid Strategy, Keywords, Bidding, Search term reports, Ad performance, etc.
- **Website Analysis and Inputs:** Auditing and analyzing the performance of the website, identifying elements to be tested, and suggesting changes to make it user-friendly.
- **Competitor Analysis:** Monitored competitor activities, and their website at regular intervals and suggested the inputs for the project.
- **Google Editor:** Create/edit multiple campaigns, importing and exporting campaigns, keywords, and ads using the bulk editor for faster and more accurate setup.
- **Performance Report Generation:** Maintained historical and prepared performance reports to measure and compare the performance weekly.
- **Amazon Marketing Services and Seller Central:** Created, and Managed eCommerce campaigns in Amazon Marketing Services (AMS), and Seller Central (SC) platforms. Also, Optimized and Analyzed the campaign through keywords, and ads to generate maximum revenue.
- **Platforms:** Google AdWords, Google Analytics, Amazon Marketing Services, Seller Central, Excel, Google Editor, Basic of Bing and Yahoo Gemini, Facebook, Keywords Tools, etc.
- **Clients:** USA only.

#### Project Intern

InfoCepts Technologies Private Limited, Nagpur, India

August 2013 - January 2014

- Presented the on-site project in DBMS and Business Intelligence.
- Developed teamwork and presentation skills