



Punit Kulkarni

Performance Marketing
Manager

📍 Vashi, Navi Mumbai, Maharashtra
📞 9699696945
✉ kulpulz@gmail.com
📘 facebook.com/punitkulkarni
🌐 in.linkedin.com/pub/punit-kulkarni/16/44/98a

Work experience

Performance Marketing & SEO Manager - eCommerce

Feb 2019 - Present

Guardian | GNC

Guardian Healthcare | GNC is a self-funded start up with a strong backing of investments and history business. This helped me understand the Nutraceuticals industry very closely (Both FMCG & FMHG)

Owning channels for Business - All Biddable media, Marketplaces, SEO, ORM, Content marketing, Email, SMS, Whatsapp Push notifications, Creating promotional calendar & Better user experience.

Advantage of working in the start-up is co-coordinating with multiple teams like marketing, retail and distribution.

Understanding their cross-channel strategies and aligning the team accordingly.

Thinking beyond the basics of social media and manage brand to develop a meaningful social personality.

Identify and tap into new channels to optimize ROI and increase revenue growth.

Implement strong media ROI metrics that tie in with category goals and account strategy

Win in Biddable media: Own end-to-end execution, measurement, reporting and optimization across metrics.

Drive partnerships to improve meta search, display and retargeting

Running A/B tests across paid search campaigns & landing pages

Constantly experiment, learn and improvise media investments to deliver business goals at most optimal costs

Working and presenting the numbers to CEO & the promoter of the company helped understand the entrepreneurial angle and correct the direction in the course of time

Asst. Digital Marketing Manager

Apr 2017 - 2019

GEP Worldwide

As a digital marketing manager, I used to look after the paid promotions and strategies for GEP Worldwide which consisted of but not limited to the mentioned channels -

Google (Search, Display, Gmail, Re-marketing), Facebook, LinkedIn, Programmatic, 3rd party promotions.

Extensively worked on devising strategies for various platforms to increase the page followers, get good quality leads from lead generation programs, increase quality traffic to website, increase engagement, increase visibility.

Liaising with agencies and partners to push the content in the market and get the maximum exposure and leads from the same.

Work/connect within the team (India, USA & EU) to understand and meet the common goals.

Work with other teams like Talent branding, Sales & BD to give insights and strategies for probable channels which would work for them. Was an active member for setting up the process within the team by setting up a process driven tool which helped team to create and accomplish tasks in timely manner.

Understand the SOV vs the competitors and improvise it further

GEP helped me get a sense of B2B work culture

Manager - Logicserve | Broadplace | Couponraja | Compareraja

Jul 2010 - Apr 2017

Logicserve Technologies Pvt. Ltd

Heading all the marketing initiatives and decisions for Couponraja a premium coupon aggregator site growing at faster pace and Compareraja one of the leading product & price comparison site. Manage search {Google, Yahoo, Bing}, display {Google, RTB, DBM} & social campaigns.

Handling bigger budgets and splitting it into channels to maximize the ROI. Daily reporting to ensure that the team is on track to achieve the targeted goals.

Liaising with different teams and publishers/vendors getting the work completed before the deadlines and making sure that the client needs are fulfilled.

Over-viewing the website for timely updates, ensure the featured coupons are working, ads and landing pages are in sync with the offers, negotiating and networking with the affiliate networks for exclusive deals/coupons and increased CPA's. Identifying new mediums and channels for brand visibility. Identify, evaluate, test and execute new opportunities to promote the brand in domestic and global search engines and search-related platforms. Work with company founder & COO to determine the direction of our websites in a way that will aide the marketing process.

Before handling these big accounts have handled different verticals in different markets like -

- Coupon vertical in Europe & the USA
- Ticket comparison vertical in Europe
- Perfume vertical in UK market
- Loan and credit card vertical in UK market

These verticals not only helped me with the market understanding but also with their user behavior. Handled 1500+ campaigns and monthly budgets of more than a billion and above.

Customer Support Associate

Dec 2009 - Dec 2010

Spanco & HTMT Global Services

Accepted this job while I was in college to develop the following things -

- Better communication skills
- Understanding customer complaints
- Working under pressure to deliver leads
- Understand customer requirements

Skills

Search Engine Marketing



Extensive hands on experience in driving the paid traffic/sales to the website. Create strategies for source-wise online spend on search and other key digital areas

- Account strategies
- Keyword research
- Creating compelling text and banner ads
- Landing page optimization
- Competitor analysis
- Client Interaction & servicing
- Retargeting campaigns
- Display campaigns
- Analyzing and monitoring campaigns on regular basis
- Google analytics for understanding users behavior & conversions
- Timely reports and suggestions
- Planning a better way ahead for the account

Social Marketing & Advertising



- Managing the social handles for the brands and ensuring there is proper engagement on the channels for the same.
- Maintaining and spreading the positive vibe among the followers and fans.
- Finding the right # to reach the maximum audience
- Write crisp content and posts on social channels
- Keeping the users up to date with the latest offers and deals. Increasing the social IQ for the brand.
- Update ourselves with the latest social trends and trending topics.
- Bringing quality traffic to the website using the social platforms.
- Organizing contests and giving away sweepstakes to increase the user engagement and brand visibility.
- Platforms include - Facebook, Instagram, Twitter and more

Affiliate Marketing



- Have worked with some top affiliate platforms worldwide like -
- Commission Junction, ShareASale, Linkshare, Zanox, Affiliate Window, Webgains to name a few in the USA and European countries.
- In India many top networks like - Vcommission, Payoom, Flipkart, Snapdeal, Amazon, OMD, Komli and many other affiliate networks
- In depth knowledge about the networks which helps me in - finding a program on the network, generate links, monitor the campaigns, analyze the reports and optimize the campaigns in a better way
- Working on this platform helped me develop the skills like - Sharp commission negotiation, analytical thinking & developing partnership

SEO



- Plan, develop and implement SEO strategy - On Page & Off Page
- Work towards organic search optimization and ROI maximization
- Regularly perform thorough keywords research
- Identify key SEO KPIs
- Monitor redirects, click rate, bounce rate, and other KPIs
- Prepare and present reports regularly
- Identify our buyer persona to better target identified audiences
- Identify problems and deficiency and implement solutions in a timely manner
- Suggest improvements in process and productivity optimization
- Collaborate with web developers and content team
- Stay up to date with the latest SEO and digital marketing latest trends and best practices

Programmatic Advertising



- Demonstrate ability to work at the planning level (generating bold and innovative ideas for growth) and at the tactical level (managing campaign execution, creating and optimizing campaigns, analyzing traffic data and solving problems)
- Worked on ad serving technology platforms like Ad Servers, RTB, DBM, DCM, etc.
- Selecting the right inventory at right cost and getting results for every penny spent
- Drive top of the funnel/ brand awareness campaigns
- Segmenting the audience

LinkedIn Advertising



- Have extensively worked on this platform to reach out to the relevant users
- Managing campaigns efficiently
- Work closely with the LinkedIn team and achieve the right ROI
- Sponsored InMails, traffic campaigns, text ads, direct sponsored ads, lead generation campaigns, etc.
- Understand the SOV for the client

Email Marketing



- Suggest & test compelling yet crispy subject line which will help in better open rates.
- Creating appealing and trendy e-mailers which delivers a clear message of product promotion and lure the users to visit the site and view/purchase the product.
- Test different templates, HTML's, product images, content and subject lines in order to cut down the unsubscribes.
- Co-ordinate with the publishers/stakeholders and schedule it for the perfect time.
- Analyse the open rate, click rate, conversions and other statistics to understand whether the mailer was exciting enough for the user and for the business

Core Competencies:



- Planning & strategizing for digital marketing
- Search & display marketing
- Search engine optimization (SEO)
- Social Media Advertising
- LinkedIn Advertising
- Youtube Advertising
- Retargeting campaigns
- Double click & RTB platform
- Digital brand building & promotion
- Customer engagement
- Performance marketing
- Affiliate marketing
- Email Marketing
- Social media marketing (Facebook, Twitter, Instagram)
- Web analytics and tracking
- Webmaster Tools
- Team handling and leadership
- Process driven & updated with latest industry trends

MarTech Tools Used



- Google Analytics
- Google Webconsole
- SEMRush
- Kissmetrics
- FB Campaign Manager & Power Editor
- Sprout Social & Hootsuite (Managing & scheduling on Social Handles)
- Clevertap (Retaining & Nurturing users)
- MailChimp (Emailers & Newsletters)
- Salesforce
- Native Platforms

- Moz
- Appsflyer (App Install)
- Outbrain (Content Marketing)
- Wrike (Project Management)
- Criteo (Remarketing)
- MoEngage (Push Notifications & Trigger emails)
- Metrilo (Understanding user flow persona)
- CrazyEgg & Hotjar (Understanding page depth & heat-maps)

Education

Bachelor of Mass Media - Advertising

2007 - 2010

Mumbai University

First Class - 69.73%

Modern College, Vashi

2005 - 2006

HSC - Science

Second Class

St. Lawrence High School

2003 - 2004

SSC

First Class

Certifications

Google AdWords Certified

Google

Have passed all the necessary examinations to be Google certified manager

Google Analytics Certified

Google

Have passed all the necessary examinations to be Google certified manager - Search, Display, Mobile & Video exams

Facebook Blueprint Certified

Facebook

Certified Facebook Blueprint individual

Hardware & Networking

Oct 2013 - Dec 2013

IDEMI - Government Institute Mumbai

Achieved grade "A"

MS-CIT

Maharashtra State

Achieved 65%

Achievements

- "GEM Award" for Outstanding Performance within 5 months in Guardian | GNC
- Won Best New Comer award for outstanding performance in Logicserve
- Won Quality Champ award in Logicserve for maintaining the quality
- Won many awards in Cultural Fests - Ranked #1 in Print Ads, Video Ads and Public service ads at various college fests
- Active participant in sports and other curricular activities
- Won Best Bowler award twice for Logicserve Cricket Tournaments

Personal Dossier

- Date Of Birth: 19th October 1988
- Hobbies: Attending Concerts, Bike rides, Listening Music, Photography, Snooker,
- Languages Known: English, Hindi and Marathi
- Address: C-109, 2:2, Maharashtra CHS, Sector - 26, Vashi, Navi Mumbai, 400705.
- Marital Status: Married