

Shreyas Khedkar

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PROFESSIONAL SUMMARY

Growth-focused Digital Marketing Strategist with 10+ years of experience driving measurable business outcomes through a strong blend of content, SEO, and performance marketing. Specialized in improving lead generation, conversion rates, and campaign ROI by aligning high-converting content with paid media strategies. Proven track record of delivering 25-30% growth across campaigns and optimizing full-funnel marketing performance.

CORE EXPERTISE

- Growth Marketing & Demand Generation
- Performance Marketing (Google Ads, Meta Ads)
- Content Strategy & Conversion Copywriting
- SEO, AEO & Organic Growth
- Lead Generation & Funnel Optimization
- Campaign ROI & Analytics (SEMrush, Ahrefs)
- Marketing Automation & CRM (HubSpot)
- Project management

KEY ACHIEVEMENTS

- Increased lead generation by 25-30% through integrated SEO + paid content strategy
- Improved ad conversion rates by 20-30%, reducing cost per lead
- Boosted organic traffic by 30%, driving higher inbound pipeline
- Built and optimized full-funnel content strategies improving engagement & nurturing

PROFESSIONAL EXPERIENCE

Digital Marketing & Content Strategist (Coimbatore, TN) (WFH)

Integra Global Solutions | Feb 2023 – Present

- Led digital marketing strategy across multiple businesses with content, SEO, AEO and paid campaigns, driving contributing to 25-30% increase in lead generation.
- Managed and optimized Google Ads campaigns, improving conversion rates by 20–30% while reducing CPL
- Developed high-converting ad copies and creatives for Meta & Google campaigns, improving CTR and engagement.
- Collaborated with performance marketing team to optimize messaging across paid funnels

- Developed content strategies for paid campaigns, aligning with audience targeting and conversion goals.
- Developed and executed content funnels, increasing engagement by 25%+ and improving lead nurturing efficiency.
- Improved organic website traffic by 30% through SEO and content strategy initiatives.
- Collaborated with cross-functional teams to align marketing with business goals, resulting in improved campaign ROI and lead quality.

Deputy Product Manager

Nexion International | Jul 2022 – Feb 2023 (Ahmedabad, GJ)

- Defined product positioning and go-to-market strategies
- Led product launches and ATL campaigns for market expansion
- Collaborated with sales and marketing teams to improve brand visibility

Team Lead - Marketing

MYCPE ONE | Aug 2020 – Jul 2022 (Ahmedabad, GJ)

- Increased organic lead generation and improved conversion rate by 30%+
- Built SEO-driven content strategy improving website traffic and engagement
- Implemented marketing automation workflows for lead nurturing
- Managed inbound funnel from awareness to conversion

Assistant Manager – Marketing

Lotte Corp (Havmor Ice Cream) | Jul 2019 – Jul 2020 (Ahmedabad, GJ)

- Executed 360° marketing campaigns across OOH, digital, and on-ground activations
- Planned and managed OOH campaigns (hoardings, billboards, retail branding) to enhance brand visibility
- Coordinated with agencies and vendors for campaign execution and media planning
- Led influencer marketing and CSR initiatives to boost engagement
- Increased sales by 25% and footfall by 35% through targeted campaigns

Assistant Manager – Branding

Flourish Purefoods | Jul 2017 – Jul 2019 | (Ahmedabad, GJ)

- Defined and executed brand strategy aligned with business objectives
- Conducted market research and competitor analysis to identify growth opportunities
- Led product launches and promotional campaigns across retail and digital channels
- Executed retail branding and merchandising initiatives to enhance in-store visibility
- Analyzed brand performance, sales trends, and campaign effectiveness

Key Account Manager

Universal Hunt | Feb 2016 – Jun 2017 | (Ahmedabad, GJ)

- Managed end-to-end recruitment consulting including talent acquisition, business development, and key account management
- Built and maintained strong relationships with clients across industries
- Led client requirement analysis and delivered customized hiring solutions
- Conducted candidate sourcing, screening, and headhunting for critical roles

EDUCATION

Bachelor of Mechanical Engineering
Rajiv Gandhi Technical University | 2016 | 77.2%

CERTIFICATIONS

- Project Management Assessment - [LearnTube.ai](#)
- Introduction to Prompt Engineering - Simplilearn
- Digital Marketing Specialist
- Google Ads & Google Analytics Certification
- HubSpot Inbound Marketing Certification
- Social Media Marketing (Meta / HubSpot)
- Brand & marketing Integration

TOOLS & TECHNOLOGIES

- ChatGPT, Claude AI, Perplexity, Gemini
- Google Ads, Meta Ads
- SEMrush, Ahrefs
- HubSpot
- MS Office

CORE STRENGTHS

- Strategic Thinking + Execution
- Data-driven Decision Making
- Cross-functional Collaboration
- Problem Solving & Growth Mindset
- Campaign Planning & Optimization