

ROHAN G. BHUTEKAR

Ahmedabad • 9558042662 • rohanbhutekar@gmail.com
<https://www.linkedin.com/in/rohan-g-bhutekar-a686312a5/>

CAREER OBJECTIVE

A marketing graduate with practical experience in campaign execution, merchant onboarding, and customer acquisition. competent in both digital and offline marketing techniques, looking to use data-driven, customer-focused marketing to support business expansion.

WORK EXPERIENCE

PAYTM SERVICES PVT. LTD (Micro Market Manager)

Jan 2025 - April 2025

- Managed micro market operations, contributing to merchant onboarding and local market expansion
- Executed integrated marketing campaigns including WhatsApp outreach and digital promotions
- Applied customer targeting strategies to improve campaign reach and engagement
- Handled 20–30 daily merchant/customer interactions, enhancing relationship and retention
- Tracked performance using Excel dashboards and basic analytics tools
- Collaborated with teams to improve conversion rates and outreach effectiveness
- Gained exposure to CRM systems for lead management and customer engagement optimization

SHOPPERS STOP (Sales Training)

May 2024 - July 2024

- Assisted in in-store and promotional marketing campaigns aligned with brand strategies
- Interacted with 50+ customers daily, analysing buying behaviour and preferences
- Conducted surveys to evaluate campaign effectiveness and customer response
- Identified high-demand products, supporting better merchandising decisions
- Contributed to improving customer engagement through targeted promotions

Jade Blue Lifestyle Pvt. Ltd (Management Trainee)
Jan 2024 - Feb 2024

- Analyzed **marketing mix (7Ps)** and brand positioning strategies.
- Studied customer experience and its impact on **brand perception and sales**.

Anchor Consume Product Pvt. Ltd.
Jan 2022 - Mar 2022

- Understood end-to-end manufacturing process and operations workflow.
- Gained exposure to production planning and quality control systems.

DIGITAL MARKETING & CONTENT EXPERIENCE

- Created and worked on short-form digital content focused on audience engagement and storytelling.
- Applied understanding of content trends and user behaviour to improve engagement.
- Practiced fundamentals of Google Ads and **Meta Ads**, including campaign structure and targeting.
- Explored audience segmentation and customer targeting strategies.
- Developed basic understanding of campaign performance metrics such as reach, engagement, and CTR (Click-Through Rate).
- Gained exposure to how digital content and campaigns contribute to brand visibility and growth.

EDUCATION

Post Graduate Diploma in Management	2023 - 2025
ST. KABIR Institute of Professional Studies Specialization in Marketing.	
Bachelor of Engineering in Mechanical Engineering	2019 - 2022
HJD Institute of Technical Education and Research, Kachchh	
Diploma in Mechanical Engineering	2016 - 2019
Government Polytechnic Bhuj, Kachchh	

ADDITIONAL INFORMATION

Skills

- Digital Marketing Fundamentals, Customer Acquisition & Lead Generation. Campaign Planning & Execution, Audience Targeting & Segmentation, B2B Relationship Management, Consumer Behaviour Analysis.

Languages

- English, Hindi, Gujarati, Marathi.

Certifications

- Google Ads certification, Meta Ads for Beginners, Brand Marketing and SEO Tools, Introduction to Data Analysis using Microsoft Excel.

Digital Tools

- Canva, Google Ads, Meta Ads Manager, YouTube Studio, Google analytics, MS Excel.

Awards/Activities

- Gujarat State Yog Board as YOG TRAINER, 2nd position in Kutch science foundation Competition, Runner up in college Level Cricket Tournament as vice-captain. Winner of Kutch Mitra cricket Tournament.

Interests

- Sports, Content creation, storytelling, Photography, Etc.