

ROHAN G. BHUTEKAR

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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.

HARD SKILLS

AI- Powered Marketing Solution | SEO | Social Media Marketing | Content Marketing | Performance Marketing | Email Marketing | Campaign Execution | Audience Targeting | Marketing Automation | AI-assisted Content Creation & Copywriting | AI-based Keyword Research & SEO Optimization | AI-driven Campaign Planning.

SOFT SKILLS

Communication | Creative Thinking | Analytical Thinking | Adaptability | Time Management

DIGITAL TOOLS

Google Analytics | Search Console | Tag Manager | Ahrefs | WordPress | HubSpot | Meta Ads | LinkedIn Ads | Canva | Microsoft Clarity | AI Tools

WORK EXPERIENCE

Digital Marketing Intern – FSIDM

Aug 2025 – present

- Built and managed a WordPress website with SEO optimization
- Created and published SEO-focused content and blogs across platforms
- Managed social media content and produced short-form videos
- Executed basic ad campaigns on Meta Ads and LinkedIn Ads
- Used tools like Google Analytics, Search Console, Ahrefs, and Tag Manager for performance tracking
- Applied AI tools for content creation, keyword research, and campaign planning
- Supported email marketing and outbound lead generation activities

PAYTM SERVICES PVT. LTD (Micro Market Manager)

Jan 2025 - April 2025

- Onboarded merchants and contributed to local market expansion
- Executed marketing campaigns including WhatsApp and digital promotions
- Engaged with 20–30 customers daily, improving retention and relationships
- Applied customer targeting strategies to increase campaign effectiveness
- Monitored performance using Excel and basic analytics tools

SHOPPERS STOP (Sales Training)

May 2024 - July 2024

- Assisted in in-store marketing campaigns and promotions
- Interacted with 50+ customers daily to understand buying behavior
- Conducted customer surveys to analyze preferences and engagement
- Supported merchandising decisions based on product demand insights

Jade Blue Lifestyle Pvt. Ltd (Management Trainee)

Jan 2024 - Feb 2024

- Studied marketing mix and brand positioning

Anchor Consume Product Pvt. Ltd. (Production Trainee)

Jan 2022 - Mar 2022

- Learned basic manufacturing and operations workflow

EDUCATION

- PGDM (Marketing) – St. Kabir Institute (2023–2025)
- B.E. Mechanical – HJD Institute (2019–2022)
- Diploma Mechanical – Govt. Polytechnic Bhuj (2016–2019)

CERTIFICATIONS

- Google Ads | Meta Ads | SEO Tools

ADDITIONAL INFORMATION

Languages - English, Hindi, Gujarati, Marathi.

Awards – State Yoga Trainer, Science Competition (2nd Place), Cricket Runner-up, Winner of Kutch Mitra cricket Tournament.

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