

Hello, I'm Omkar !

I am a self-taught Digital Marketer, Content Writer & Copywriter with over 6 years of extensive social media and marketing experience. I am currently living in Mumbai and pursuing a PGD in Marketing Management

🔍 [linkedin.com/in/omkar-marchande](https://www.linkedin.com/in/omkar-marchande)

Digital Marketer

25 Years

Contact

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Education

- Pursuing** Indira Gandhi National Open Uni, Delhi
PGD in Marketing Management
- 2019 - 2022** Indira Gandhi National Open Uni, Delhi
Bachelor Of Arts - English Honours
- 2015 - 2018** SES College Of Engineering, Kharghar
Diploma In Mechanical Engineering

Experience

- 2023** **DIGITAL MARKETING MANAGER**
MARCH 2023 - PRESENT
Annotation Infotech LLP (Vashi, Mumbai)
- 2022** **HEAD OF DIGITAL MARKETING**
FEB 2022 - FEB 2023
Aayush Resort (Panvel, Mumbai)
- 2020** **SOCIAL MEDIA MARKETING MANAGER**
MARCH 2020 - DEC 2021
Novicom Marketing Group (UAE - Remote)
- 2018** **SOCIAL MEDIA MARKETING MANAGER**
JAN 2018 - FEB 2020
ThynkPad Marketing Agency (Mumbai)
- 2017** **SOCIAL MEDIA MARKETING EXECUTIVE**
JULY 2017 - JAN 2018
ThynkPad Marketing Agency (Mumbai)
- 2016** **COPYWRITER & PROOFREADER**
OCT 2016 - MAY 2017
The Write Direction (Toronto - Remote)
- 2016** **CONTENT WRITING INTERN**
FEB 2016 - SEP 2016
Sairaj Media Tech (Bangalore)

#Creativity

#Adaptability

#Strategic Thinking

Technical Skills

Software Skills



Canva webflow

Hard Skills

EXTENSIVE KNOWLEDGE OF :

- Facebook Marketing
- Instagram Marketing
- Linkedin Marketing
- Email Marketing
- Chatbot Marketing
- Google Analytics
- Paid Acquisition :
- Prompt Engineering



Copywriting

Content Writing

Social Media Marketing

Graphic Designing

Language

English
Fluent

Hindi
Fluent

Marathi
Native

Hobbies & Interests



Bibliophile



Creative Writing



Learning New Skill



Cinephile

DETAILED CV - OMKAR MARCHANDE

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PROFILE INFO

With over 7 years of hands-on experience in social media, content writing, and copywriting, I'm not just another marketer. I've collaborated with 150+ brands, crafting campaigns that captivate your audience from the get-go. I'm all about customer-centric marketing. Every strategy I develop is tailor-made to resonate with the audience's deepest desires.

CERTIFICATIONS

CERTIPROF

- Professional Certificate in Digital Marketing

THE UNIVERSITY OF VERMONT

- Digital Marketing Specialist - Ecommerce

SMART BLOGGER

- Content Marketing Certificate

HUBSPOT ACADEMY

- Social Media Marketing

SKILLS

- Copywriting
- Social Media Strategy
- Content Writing
- Email Marketing
- Content Creation
- Graphics Designing (Canva)
- On-Page SEO
- Influencer Marketing
- Whatsapp Marketing
- Google & Meta Ads
- Prompt Engineering
- Project Management
- Social Media Management

WORK EXPERIENCE

Annotation Infotech LLP (Vashi) MAR 2023 - PRESENT
Digital Marketing Manager

- Lead a dynamic team of 25 in orchestrating multi-channel campaigns.
- Planned and executed full-funnel digital strategies across SEO, paid ads, social, and email for multiple industries.
- Wrote high-conversion ad copy, crafted social captions, and produced SEO-driven blog content aligned with client brand tone.
- Designed and built content calendars, curated post themes, and created visual assets using Canva and Photoshop.
- Produced and edited short-form videos and reels using CapCut, ensuring trend alignment and engagement optimization.
- Launched and optimized Google Ads, Meta Ads, and LinkedIn campaigns with A/B-tested creatives.
- Implemented on-page SEO, keyword strategies, and optimized landing pages with SEMrush and Yoast.
- Set up email automation funnels in Mailchimp, Brevo, Flodesk, writing persuasive copy and structuring templates.
- Analyzed campaign performance in GA4, Meta Insights, and Microsoft Clarity; delivered reports with actionable recommendations.
- Used AI tools (ChatGPT, MidJourney, Firefly) for content ideation, scriptwriting, and creative mockups.

Aayush Resort (Panvel) FEB 2022 - FEB 2023
HOD - Digital Marketing

- Created and executed resort's digital roadmap for staycations, weddings, and corporate bookings.
- Independently managed all digital marketing efforts as a "one-man army," growing Instagram followers from 250 to 6.5k in 4 months organically.
- Developed influencer-driven campaigns, selecting creators, crafting briefs, and managing content delivery.
- Built and implemented WhatsApp broadcast flows and email campaigns, writing compelling CTAs and automating sequences.
- Optimized OTA listings and improved direct booking flows through content and UI suggestions.
- Managed community engagement, responding to DMs/comments and driving personalized interactions.

TOOL STACK

- Canva
- Meta Business Suite
- Google Analytics 4
- Microsoft Clarity
- QuillBot
- Grammarly
- Wordpress
- Webflow
- SEMRush
- Yoast SEO
- MailChimp
- Brevo
- Flodesk
- Adobe Photoshop
- Adobe Firely
- Midjourney
- Eleven Labs
- Buffer
- Wix Studio
- Answer The Public
- Ubersuggest
- Monday CRM
- Zoho CRM
- MS Office/ Google Workspace

MY CLIENTELE

Myntra | Flipkart | Mad Over Donuts | The Orchid Hotels | Ludo King | FirstCry | Idea Forge | Houzeo | Arata and 150+ more.

See My Work



Novicom Marketing Group (UAE)

MAR 2020 - DEC 2021

Content Marketing Manager

- Crafted electrifying content and social media strategies for global brands like Tomorrowland, turning events into cultural phenomena.
- Authored compelling copy for SEO, PPC, and social campaigns, using SEMrush and Google Analytics to ensure precision and impact.
- Created visually arresting content, amplifying event buzz and brand storytelling.
- Led influencer campaigns that sparked viral engagement, transforming brand narratives into audience obsessions.
- Delivered data-driven insights via HubSpot and Buffer, aligning content with client visions and event goals.

Thynkpad Marketing Agency

JUL 2017 - FEB 2020

Social Media Marketing Manager (post promotion)

- Created, wrote, and designed end-to-end social media campaigns for 30+ brands across FMCG, F&B, and retail.
- Managed client relationships, conducted meetings, and presented performance reports with actionable insights.
- Developed content strategies, including calendars and thematic plans, ensuring brand consistency.
- Planned, executed, and optimized paid ad campaigns across social platforms for maximum ROI.
- Mentored and managed a team of specialists and content creators, ensuring timely and quality deliverables.
- Monitored KPIs using analytics tools; implemented data-driven optimizations for better performance.
- Created crisis management protocols and managed brand reputation during online issues.
- Handled budget allocation and tracking, ensuring efficient ad spend utilization.
- Delivered comprehensive reports on KPIs and maintained transparent client communication.

The Write Direction (Toronto, Canada)

OCT 2016 - MAY 2017

Copywriter & Proofreader

- Wrote ad copy, product descriptions, blogs, and email campaigns, aligning messaging with client branding and SEO requirements.
- Collaborated with the design team for creative integration of copy and visuals.

Sairaj MediaTech (Bengaluru)

FEB 2016 - SEP 2016

Content Writing Intern

- Assisted in writing blogs, social posts, and managing content schedules for digital campaigns.
- Actively participated in training sessions and workshops