

HARSHAD R. RAWOOL

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SENIOR DIGITAL MARKETING MANAGER | PERFORMANCE & GROWTH LEADER

Strategic Digital Marketing Leader with 10+ years of experience driving revenue-focused growth through SEO, performance marketing, and data-driven optimization. Proven expertise in scaling paid campaigns, improving conversion funnels, and leading high-performing marketing teams.

EXECUTIVE HIGHLIGHTS

- Managed **₹15+ Lakhs monthly ad budget** across Google & paid channels
- Generated **400+ SQLs per month** through performance campaigns
- Reduced **Google Ads CPL by 30%** via campaign restructuring & optimization
- Improved organic search visibility & high-intent keyword rankings
- Built scalable lead funnels with CRM automation & lead scoring
- Led cross-functional marketing teams to achieve revenue-aligned KPIs

CORE EXPERTISE

Performance Marketing | SEO Strategy | Growth Marketing
Lead Generation | Funnel Optimization | Conversion Rate Optimization
Google Ads & Paid Media | CRM & Automation | GA4 & Analytics
Landing Page Optimization | Budget Scaling | Team Leadership

PROFESSIONAL EXPERIENCE

Sr. Digital Marketing Manager

Knowlathon IT Services Pvt. Ltd. | Aug 2023 - Present

- Lead end-to-end digital growth strategy across SEO, PPC, CRM & social media.
- Manage ₹15+ L monthly ad spend delivering consistent SQL pipeline.
- Reduced CPL by 30% through keyword restructuring, negative targeting & funnel optimization.
- Generated 600+ Sales Qualified Leads (SQLs) monthly.
- Implemented CRM automation improving lead tracking & sales alignment.

- Mentored marketing team and ensured ROI-driven execution.
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Digital Marketing Manager

Ozanera Pvt. Ltd. | Feb 2022 – June 2023

- Executed multi-channel campaigns across SEO, SEM, email & paid media.
 - Conducted A/B testing to improve landing page conversion rates.
 - Optimized ad spend using performance data and ROI benchmarks.
 - Reported performance insights directly to leadership.
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Digital Marketing Team Lead / SEO Lead Roles

Brainvire Infotech | Pulse Solutions | Ingress Interactive | Dots Info Systems | En-Interactive Technologies

2008 – 2022

- Progressed from SEO Analyst to Team Leader managing full-scale SEO operations.
 - Delivered consistent first-page rankings for competitive keywords.
 - Managed and trained SEO & paid marketing teams.
 - Conducted website audits, conversion analysis & growth planning.
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TOOLS & TECHNOLOGIES

Google Ads | GA4 | Google Search Console
SEMrush / Ahrefs | Meta Ads | LinkedIn Ads
CRM Systems | Email Marketing Automation
Excel Reporting | Conversion Tracking | Lead Scoring

EDUCATION

PGCM in Digital Marketing (Pursuing) - MIT
BSc IT – Mumbai University
Diploma in Computer Engineering - MSBTE