

Prateek Kumbhare

46, Gajanan Nagar, Rameshwari Ring Road, Nagpur-440027
Mobile: +91-9730759027; Email: prateekkumbhare@gmail.com

PROFESSIONAL SUMMARY

Marketing & Communications professional with 10+ years' experience managing internal communications, amplifying digital content, and coordinating cross-functional campaigns in fast-paced environments. Skilled in project management, stakeholder engagement, and data-driven analysis to boost engagement and drive operational excellence.

Salesforce Experience | Six Sigma Black Belt Certified | Certified Google AdWords | Google certified Digital Marketing Program

EXPERIENCE

GUS Services Canada Inc.

Vancouver, Canada (Remotely from India)

- **Senior Marketing Coordinator (Jun 2025 - Feb 2026)**
 - Led a team of 5 to plan and execute integrated multi-channel marketing campaigns (Email, Social Media, SEO, PPC), driving improvements in lead generation, conversion rates, and ROI.
 - Owned the end-to-end campaign lifecycle, including campaign planning, asset coordination, QA validation, launch readiness, execution, and post-launch performance tracking.
 - Built and deployed landing pages, email campaigns, and automated workflows using Salesforce, improving lead engagement, segmentation, and conversion efficiency.
 - Collaborated with global cross-functional teams (performance, content, design, tech) to align campaign deliverables, timelines, and execution across regions.
 - Directed content strategy and distribution across digital and offline channels (LinkedIn, Instagram, WhatsApp, blogs, web, brochures), ensuring brand consistency and audience targeting, while supporting campaign execution.
 - Led end-to-end event and field marketing initiatives (webinars, conferences, on-ground events), managing planning, budgeting, logistics, stakeholder coordination, and on-site execution.
 - Managed external vendor relationships and procurement processes, including sourcing, contract coordination, purchase orders, and delivery of marketing materials and event services.
 - Maintained CRM data integrity, campaign attribution, and performance reporting, including lead uploads, segmentation, database management, and analysis of campaign/event performance, while conducting market research and competitive analysis to drive optimization and strategic insights.
- **Marketing Coordinator (Nov 2023 – May 2025)**
 - Executed integrated marketing campaigns across digital and on-ground channels, coordinating timelines, assets, stakeholder communication, and CRM updates to ensure smooth execution and performance visibility.
 - Supported event planning, logistics, and vendor coordination for webinars and campus events, driving seamless execution and high participation.
 - Managed social media strategy and content execution, increasing engagement and community growth by 20% through targeted campaigns and performance tracking.

ANTERIAD (Formerly TRUE INFLUENCE Pvt. LIMITED)

Bangalore, India

- **Group Lead (Feb 2022 – Mar 2023)**
 - Led and delegated daily tasks across a team of media planners and specialists, ensuring efficient workflow and accountability.
 - Monitored team and individual KPIs, identifying and resolving productivity issues to meet performance targets.
 - Collaborated cross-functionally with other team-leads to drive continuous process improvements and operational efficiency.
- **Senior Media Specialist (Apr 2020 – Jan 2022)**
 - Prepared customer specific monthly forecast reports to depict expected vs. actual revenue.
 - Coordinated with account managers to complete campaign 'go live' requirements.
 - Tested and validated new features within the campaigns on the Salesforce platform prior to launch.
 - Successfully tested the automation on Salesforce and Opportunity Base integration resulting in reduction of process turnaround time by 35%.
- **Digital Media Planner (Feb 2018 – Mar 2020)**
 - Organized multiple campaigns on various company platforms.
 - Executed various email campaigns, call-to-action campaigns, and content promotion.
 - Awarded Employee of the year 2019.

FORBES TECHNOSYS LIMITED

Bangalore, India

- **Business Development Executive (Aug 2015 – Jan 2018)**
 - Managed accounts for various bank payments and handling outstanding payments while conducting post-service follow-ups.
 - Cleared long pending payment backlogs from various banks (SBM, PNB, OBC, SBI, ITC)

EDUCATION

ISBR Business School, Master in Business Administration (MBA), 2013-2015

Bangalore, India

Symbiosis Institute of Computer Studies and Research, Bachelor of Computer Application (BCA), 2009-2012

Pune, India

TECHNOLOGY EXPOSURE

Google Certified Digital Marketing Program & Google Ads Certified | Salesforce Marketing Cloud, Mailchimp, SAP | GA4, Power BI, Excel | n8n | Canva, Figma, Stripo | Generative AI (ChatGPT, Grammarly AI, Gamma)