

# SANGRAM BARKADE

Digital Marketing Executive | SEO | PPC | Content Strategy | Lead Generation  
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## PROFESSIONAL SUMMARY

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Results driven Digital Marketing Executive with **6 years** of end-to-end campaign management across **Google Ads, Meta Ads, LinkedIn Ads, Bing Ads, SEO, SEM** and social media platforms. Proven track record of improving organic search rankings, driving qualified lead generation and optimizing ad spend for maximum ROI. Pioneered **AEO, GEO and SXO** implementations to achieve top rankings on both traditional search engines and AI-powered platforms. Adept at managing international SEO campaigns, multi-channel Google Ads budgets, content strategy and cross-platform performance analytics.

## CORE COMPETENCIES

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**Search & SEO:** SEO (On-Page, Off-Page, Technical) | AEO | GEO | Keyword Research | Backlink Strategy

**Paid Advertising:** Google Ads (Search, Display, Shopping, Performance Max) | Meta Ads | LinkedIn Ads | Bing Ads | PPC Campaign Management | Monthly Budget Management | ROI Analysis

**Analytics & Tools:** GA4 | GSC | SEMrush | Ahrefs | Google Tag Manager | Looker Studio | A/B Testing

**Content & Social:** Content Strategy | SEO Copywriting | Blog & Newsletter Writing | SMM | Email Marketing

**Platforms:** WordPress | HubSpot | Mailchimp | Canva | Meta Business Suite | LinkedIn Campaign Manager

## WORK EXPERIENCE

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### SEO Manager | Ethosh Designs Private Limited *May 2026 – Present*

- Managing comprehensive SEO, AEO and GEO strategies for US, Swiss, Indian, etc. international clients to enhance visibility across traditional and AI-powered search platforms.
- Running and managing multi-market Google Ads campaigns with monthly budgets \$25,000+ driving up to 29,986 impressions and 3,011 clicks per campaign at a 10% CTR and delivering 118 conversions.
- Improved AI search visibility for client brands, achieving top-ranking placements for target prompts and queries on ChatGPT, Perplexity and other AI-powered discovery platforms through structured content, schema markup, and citation-building strategies.
- Compiled AI-visibility audits and competitive benchmarking reports to guide client roadmaps and content prioritization.

### Digital Marketing Executive | Stymer Technologies (EPIQ Group) *Nov 2023 – May 2026*

- Managed end-to-end Google Ads and Meta Ads campaigns, driving measurable increases in website traffic and qualified lead generation.
- Managed monthly Google Ads budgets of up to \$6,000 one search campaign generated 35,947 impressions and 1,484 clicks at a 4.13% CTR, driving 74 conversions on an \$826.71 spend.
- Led SEO strategy encompassing keyword research, on-page/off-page optimization and backlink creation achieving first-page rankings across target keywords.
- Pioneered AEO, GEO implementations, securing top-ranking positions on Google and AI-powered discovery platforms such as ChatGPT.
- Optimized ad budgets for cost-efficiency and maximum ROI, consistently delivering results within performance benchmarks.
- Managed social media channels (Facebook, Instagram, LinkedIn), developed content calendars, drove engagement and executed paid social campaigns for lead generation.
- Produced high-quality content for blogs, websites, newsletters, and social media aligned with SEO best practices.

### Digital Marketing Executive | Abhiyanta India Solutions | Chromapix Cine Visions | Mechatrix Techno Solutions *Apr 2022 – Oct 2023*

- Abhiyanta India Solutions:** Managed Google Ads, Meta Ads and LinkedIn Ads for a SaaS brand across US and global markets, handling a monthly budget of ~\$1,500–\$3,000.
- Chromapix Cine Visions:** Ran YouTube Ads and Meta Ads for a podcast/photography-courses studio, managing a monthly budget of ~₹20,000–₹40,000.
- Mechatrix Techno Solutions:** Managed Google Ads and Meta Ads for a machine parts manufacturer, handling a monthly budget of ~₹1,00,000–₹150,000.

- Led email marketing campaigns, achieving improved open rates and click-through rates through targeted segmentation and A/B testing.
- Developed content assets including blogs, websites, newsletters and social media posts for all three brands.

#### **Digital Marketing Executive | Ekbote Logs and Lumbers Pvt Ltd** *Jul 2021 – Mar 2022*

- Ran Meta Ads and Google Ads campaigns for a furniture e-commerce brand, managing ad spend of up to ₹3 lakh (monthly) and driving ₹20 lakh in attributed business a return of roughly 6.6x on ad spend.
- Implemented SEO strategies including technical audits, on-page optimization, and backlink creation.
- Managed website backend updates, product uploads, and content creation across digital platforms.

#### **Digital Marketing Executive | Vendor Club Pvt Ltd** *Dec 2020 – Jun 2021*

- Developed and managed paid campaigns on Facebook and Google, focusing on lead generation and customer acquisition.
- Executed integrated digital marketing strategies SEO, SEM, email marketing and keyword research using Google Keyword Planner.

#### **Digital Marketing Executive | IISCM & SICM Institute Pune** *Mar 2020 – Nov 2020*

- Executed SEO, SEM and email marketing campaigns to increase enrolment inquiries and brand awareness.
- Conducted keyword research and created SEO-optimised content for digital platforms.

### **EDUCATION**

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MBA - Digital Marketing & Sales (Pursuing) — Parul University

B.Sc - Chemistry — Pune University, 2020

### **CERTIFICATIONS**

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- Google Ads Search Certification - Google
- Fundamentals of Digital Marketing - Google
- Search Engine Optimization - SEMrush Academy
- On-Page and Technical SEO - SEMrush Academy
- Content Marketing - SEMrush Academy
- Social Media Marketing - SEMrush Academy
- SaaS SEO - Simplilearn
- Diploma in Digital Marketing & SEO - Seven Mentor Pvt Ltd

### **LANGUAGES**

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English | Hindi | Marathi