

GAUTAM PENDHARKAR

Digital Marketing
Senior Consultant

CONTACT DETAILS

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🏠 Mumbai, India

CORE COMPETENCIES

- Marketing Operations & Consumer Insights
- Brand Building/Content Building
- Cross-functional Collaboration
- 360° Marketing Management
- Market Research & Analysis
- Social Media Management
- Digital Marketing Strategy
- Stakeholder Management
- Public & Media Relations
- Knowledge Management
- Campaign Management
- Social Media Marketing
- Business Development
- Influencer Marketing

CERTIFICATIONS

- **Advanced Program in Social Media Marketing** – DMTI (The Digital Media Training Institute)
- **Digital Media and Marketing Strategies (Hons) in 2024** – University of Illinois UC
- **Marketing in a Digital World in 2020** – University of Illinois UC
- **Digital Analytics for Marketing Professionals**
- **Marketing Analytics in Theory in 2020** – University of Illinois UC
- **Digital Marketing Analytics in Practice in 2021** – University of Illinois UC
- **Digital Media and Marketing Principles in 2023** – University of Illinois UC
- **KM Advanced Methodologies Course in 2022** – KMGN

EDUCATION

2000

PG Diploma

Welingkar Institute of Management
Development and Research

1999

B.Com.

Mumbai University

JOB OBJECTIVE

Experienced digital marketing and knowledge management professional with 22 years in driving business growth through social media strategy, content marketing, and process optimization. Seeking opportunities to apply my expertise in digital transformation, content strategy, and team leadership to contribute to innovative marketing initiatives in a dynamic organization. Open to remote, hybrid, Mumbai, Pune, or the UAE.

PROFILE SUMMARY

- **Strategic Digital Marketing Expert** with 22 years of experience in developing and executing comprehensive online marketing strategies across various platforms, including social media, content marketing, and SEO.
- Proficient in **Social Media Marketing**, with hands-on experience in managing campaigns across **Facebook, LinkedIn, and Twitter**, focusing on driving brand awareness, engagement, and conversions.
- **Resourceful** in creating and executing **content marketing strategies** that resonate with target audiences while ensuring alignment with organizational goals.
- **Recognized for excellence in conceiving and executing marketing plans** that bolster market presence, drive revenue growth, enhance brand visibility and loyalty, and increase footfall.
- **In-depth knowledge of the marketing functions**, tie-ups and cross-promotional activities for ensuring maximum brand visibility.
- **Leadership in Knowledge Management (KM)**, spearheading initiatives that optimize business processes, enhance productivity, and foster knowledge sharing through tools like SharePoint, community of practice, and gamification.
- **Proven capability to manage all aspects of event coordination**, from concept to completion, ensuring a seamless and memorable experience for clients and attendees.
- Skilled in **Influencer Marketing**, collaborating with leading brands in hospitality, travel, retail, and automotive sectors to build brand recognition and online presence through personal social media platforms.

WORK EXPERIENCE

Jan'11- Present | Senior Consultant | Capgemini India

Joined as Assistant Manager in KM team with Patni Computers and went through the changes after M&A with IGATE and later with Capgemini

- **Patni Computer Systems** (2011-2013)
- **IGATE** (2013-2015)
- **Capgemini** (2016-Present)

Key Result Areas:

- **Digital Tools Management & Analysis:** Managing and analyzing digital tools for FSSBU accounts to optimize processes and enhance productivity.
- **Portal Consolidation & Stakeholder Collaboration:** Leading the consolidation of internal portals into a unified IKH portal for Invent India, coordinating with global stakeholders.
- **Initiative Implementation:** Enhancing service delivery by implementing KM strategies such as gamification, communities of practice, training, podcasts, and outcome-based solutions.
- **Event Management & Branding:** Spearheading KM events like K-Café to increase brand visibility and sharing best practices during the FSSBU KM Day across Capgemini India locations for awareness.
- **Leadership in Knowledge Management (KM)**, spearheading initiatives that optimize business processes, enhance productivity, and foster knowledge sharing through tools like SharePoint, community of practice, and gamification.
- **KM Optimization Consulting:** Acting as an independent KM consultant to improve knowledge management processes and promote knowledge-sharing culture.
- **KM Lifecycle Leadership:** Overseeing the full KM lifecycle, from assessment and audits to providing solutions and measuring outcomes for effective practices.

Jun’09- Nov’10 | Assistant Manager | Roamware (Mobileum)

Key Result Areas:

- **Inside Sales & Campaign Execution:** Managed the inside sales team, developed and implemented web marketing campaigns, and conducted market research to craft value propositions for Roamware’s niche products. **Managed to build a sales pipeline of 10 million in the data roaming services within months.**
- **Lead Database Management:** Tracked and maintained marketing and CRM lead databases, ensuring accurate client prospecting data for telecom events and preparing it for future business.
- **Global Business Development:** Spearheaded business development and demand generation for Data Roaming, Mobile Financial Services, and Digital Media Solutions globally.

Oct’06- Jan’09 | Global Knowledge Manager | Capgemini

Key Result Areas:

- **Global Repository Management:** Created and maintained global marketing repositories and knowledge tools to support EU&C marketing and sales teams, ensuring easy access to reusable knowledge objects for sales and marketing efforts.
- **Content & Database Management:** Managed content across Lotus Notes, Microsoft SharePoint, and Drupal-based Web 2.0 databases, focusing on taxonomy organization, keyword tagging, and overall content effectiveness.
- **Market Intelligence Analysis:** Collected and analyzed market intelligence from platforms like Gartner, Forrester, and IDC, utilizing insights to enhance sales and marketing strategies.
- **Stakeholder Engagement & Repository Oversight:** Acted as the Single Point of Contact (SPOC) for sector stakeholders, ensuring global marketing repositories were regularly updated with fresh marketing content, including references, collaterals, and sales toolkits.
- **Cross-Functional Collaboration:** Collaborated with global sales teams, providing marketing content support, RFP assistance, and training programs.

Apr’05- Jul’06 | Business Development Consultant | Patni Computer Systems India

Key Result Areas:

- **Business Research & Lead Generation:** Performed in-depth business research, competition analysis, and developed proposals and presentations to generate leads and support marketing for various business units at Patni.
- **Sales Strategy & Event Management:** Identified industry events, executed inside sales for **North America and UK**, managed email campaigns, organized webinars, and maintained knowledge content for business development.
- **Knowledge Transfer & Database Management:** Led knowledge transfer sessions for management trainees, while building lead databases and supporting marketing activities.

May’01- Mar’05 | Marketing Executive | YW Creation

Key Result Areas:

- **Client Prospecting & Research:** Researched and identified potential clients for web development, hosting, domain registration, and other related services.
- **Lead Generation & Campaign Strategy:** Drove lead generation through targeted web marketing campaigns across domestic, local, and international markets.
- **Sales Operations & Team Leadership:** Oversaw sales support tasks, including database management, email campaign execution, lead qualification, and providing mentorship to team members for business development.

AREAS OF EXPOSURE

Marketing Skills	Social Media Marketing, Digital Marketing, Content Marketing, SEO, SEM, PPC
Knowledge Management	Knowledge Management, SharePoint, Lotus Notes, Drupal
Digital Tools	Digital Analytics, Web Marketing, CRM Management, Market Intelligence (Gartner, Forrester, IDC), Salesforce
Software & Tools	Microsoft SharePoint, Lotus Notes, Drupal, SEM, PPC, Social Media Tools
Artificial Intelligence	Basic Generative AI Tools for Content Creation

SOFT SKILLS

<ul style="list-style-type: none">▪ Progressive Leadership▪ Result-oriented▪ Analytical Thinking	<ul style="list-style-type: none">▪ Data-driven Decision-making▪ Due Diligence▪ Time Management
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PERSONAL DETAILS

Languages Known: English, Hindi, Marathi, Gujarati Spanish
Marital Status: Married