VINIT WANPARTIWAR

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PROFESSIONAL SUMMARY

Digital marketer who genuinely loves the math behind the magic. With a recent MBA in Marketing and hands-on experience managing over 15 diverse client portfolios, I specialize in building digital campaigns that actually convert. Whether I'm strategically allocating an 11.5 Lakh ad budget across Google and Meta, launching exclusive mobile apps, or rebuilding web experiences with no-code tools, my approach is always the same: let data dictate the strategy, and let creativity drive the execution. I don't just run campaigns I dig into the analytics to figure out why they work and how to scale them.

PROFESSIONAL EXPERIENCE

Elevatoz Loyalty - Bengaluru, Karnataka Jan 2026 - Present
Marketing Executive

- Spearheaded corporate marketing and branding initiatives, including managing end-to-end mobile app marketing for an exclusive client-facing distributor application.
- Executed targeted Meta Ad campaigns and comprehensive SEO strategies to drive brand visibility, digital engagement, and audience growth.
- Conducted SEO analysis for the company website; used Lovable to revamp and rebuild pages for improved search visibility, serving as a hands-on entry point into no-code web development.
- Developed and executed integrated media plans across digital channels (email, CRM, push notifications) for multiple client accounts, aligning campaign strategy with target audiences and budget parameters.
- Coordinated with internal creative, technical, and client servicing teams alongside external media partners to deliver campaigns on time, on brand, and within budget.

PHENGICON - Pune, Maharashtra Feb 2024 - May 2024
Marketing Intern

- Conducted B2B market research and built a prospect list of 200+ companies to support targeted media and outreach planning.
- Executed multi-channel outreach campaigns across LinkedIn and email, achieving a 28% response rate through personalized messaging sequences.
- Produced digital content assets (blogs, videos, flyers) aligned with campaign media plans to drive lead engagement and support the sales pipeline.
- Analyzed sales conversion data and presented tactical recommendations that improved follow-up efficiency by 20%.

Delta 360 - Pune, Maharashtra Mar 2023 - Jul 2024
Marketing Data Analyst

- Managed comprehensive marketing campaigns, SEO, and branding initiatives across a diverse portfolio of 15 clients, driving visibility and audience engagement.
- Executed high-performing paid campaigns across Google Ads and Meta Ads, optimizing target audience segments and ad spend.
- Administered and strategically allocated a cumulative media budget of INR 11.5 Lakhs over the tenure, maximizing return on ad spend (ROAS).
- Conducted competitive market and consumer behaviour research, establishing the data foundation for entering 3 new customer segments and informing quarterly media strategies.
- Evaluated cross-channel campaign ROI and recommended data-backed budget reallocations, improving overall campaign performance by an estimated 15%.

Suhas Enterprises - Pune, Maharashtra Jun 2022 - Sep 2022
Marketing Intern

- Identified and reached out to EV startups and manufacturers to develop a new buyer segment for gearbox components.
- Designed sales collateral and managed online listings, strengthening brand visibility as a trusted supplier to automotive companies across

PROJECTS

Loyalty Campaign Performance Dashboard | Elevatoz Loyalty

- Built a campaign tracking system in Excel to monitor open rates, redemption rates, media spends, and churn across 5 client accounts improved reporting turnaround by 30% and enabled early identification of underperforming segments and budget inefficiencies.

B2B Outreach Funnel Optimization | PHENGICON

- Designed a 3-step LinkedIn and cold email outreach sequence for a B2B product, mapping prospect touchpoints and tracking response data increased qualified leads by 25% over 6 weeks.

Market Expansion Study PHENGICON Products, Bengaluru | Academic + Live Project

- Ran primary and secondary research into size demand, mapped the competitor landscape, identified 3 high-potential customer segments, and presented a go-to-market media recommendation to leadership.

Consumer Behaviour Case Study Consumption Patterns | ICFAI Business School

- Analysed purchase decision patterns across 3 consumer segments using survey and secondary research; presented as a 20-page case study and awarded an A grade.

EDUCATION

ICFAI Business School - Bengaluru, Karnataka 2024-2026
MBA in Marketing | CGPA: 6.74

Sir Parshurambhau College of Management - Pune, Maharashtra 2020-2023
BBA | CGPA: 9.17

SKILLS & CERTIFICATIONS

Marketing & Growth: Google Ads, CRM Campaign Management, Email & Lifecycle Marketing, Social Media Marketing, SEO, Content Creation, Canva, WordPress

Data & Analytics: Campaign Analytics, Data Analysis & Reporting, Microsoft Excel

Certifications: Google Digital Marketing (Fundamentals), AWS Learning Badge