

HEMANT M.

HEAD OF DIGITALMARKETING | PERFORMANCE
| AUTOMATION STRATEGIST & TRAINER



CONTACT

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Mumbai Maharashtra

SKILLS

- Digital Marketing
- Performance Marketing
- SEO & SEM Social Media Marketing
- Content Marketing
- AI & Automation Predictive Analytics
- Marketing Automation Brand Strategy
- Conversion Optimization
- Data Analytics
- Project Management
- Team Leadership Strategic Planning
- Client Relations
- Effective Communication
- Critical Thinking
- Time Management

LANGUAGES

- English
- Hindi
- Marathi
- Konkani



PROFILE

Visionary Digital Marketing Head with over 12 years of global experience driving 360° digital transformation across EdTech, Real Estate, eCommerce, Healthcare, FMCG, and Political sectors. Expert in AI-powered marketing ecosystems, performance marketing, and full-funnel growth strategies. Known for building high-performing teams, leveraging predictive analytics and automation, and delivering 5X+ ROAS on multi crore budgets.



WORK EXPERIENCE

Operating Media

2023- TILL DATE

Sr. Digital Marketing Trainer

- Delivered advanced digital marketing training to students and working professionals on SEO, SEM, Google Ads, Meta Ads, Social Media Marketing, Google Analytics, Email & WhatsApp Marketing, YouTube Marketing, Content Strategy, WordPress, and performance marketing tools.
- Conducted live practical training sessions using real client projects and campaign dashboards to ensure hands-on learning and industry-ready skills
- Designed and structured course curriculum, lesson plans, assignments, case studies, and assessments aligned with the latest industry trends and platform updates.
- Mentored students on creating digital marketing portfolios, optimizing resumes & LinkedIn profiles, and preparing for placement interviews.
- Trained learners on campaign setup, optimization, budgeting, reporting, remarketing strategies, and analytics-based decision making.
- Managed classroom engagement and student performance tracking, providing personalized support and guidance.
- Organized workshops, webinars, and masterclasses, increasing student engagement and institutional brand value
- Collaborated with academic and placement teams to improve training outcomes and job placement success rates.
- Stayed updated with evolving algorithm changes, AI trends, marketing automation tools, and creative best practices to continuously enhance course delivery.

iBraine- Digital Marketing Agency

2020- 2023

Digital Marketing Head

- Led end-to-end digital transformation across diverse verticals—including Real Estate, EdTech, eCommerce, Healthcare, and FMCG—while managing ₹30L-₹1Cr+ monthly budgets and consistently delivering global-scale ROI and profitable growth.

- Built, mentored, and inspired a high-performance team of 15+ crossfunctional specialists encompassing SEO, SEM, Social Media, Content, Automation, Design, Video, and Data Analytics. Established agile operating procedures, SOPs, and OKR frameworks to foster a culture of AI-first marketing, innovation, and accountability, improving project turnaround times and interdepartmental collaboration
 - Architected AI-powered marketing ecosystems integrating predictive analytics, automated bidding algorithms, intelligent audience segmentation, and AI-driven copy/creative generation (ChatGPT, Jasper, Midjourney). These innovations boosted lead quality by 60%, reduced Customer Acquisition Cost (CAC) by 35%, and achieved a consistent 5X+ ROAS across multi-channel campaigns
 - Implemented next-generation marketing automation frameworks using HubSpot, Salesforce, Zapier, and custom API workflows to automate lead scoring, CRM nurturing, multi-channel retargeting, and campaign triggers, reducing the average sales cycle by 40% and enabling real-time personalization at scale
 - Designed dynamic performance dashboards and predictive analytics models using GA4, Data Studio, and Looker, enabling AI-assisted forecasting, real-time optimization, and budget reallocation, which cut decision-making time by over 50% and improved campaign efficiency across markets.
 - Championed brand leadership initiatives, leveraging AI-assisted brand positioning, storytelling frameworks, and creative automation to deliver global brand campaigns that increased engagement by 65%, strengthened market perception, and created scalable brand equity in competitive industries.
 - Served as a strategic partner to CXOs and board-level executives, translating corporate objectives into Alenabled marketing strategies that aligned with revenue goals and investor expectations. This strategic alignment contributed to a 40% year-over-year revenue uplift and established ibraine as a benchmark for AI- driven digital excellence in the industry. Pioneered AI-enhanced content marketing, integrating generative design tools and predictive audience insights to streamline creative workflows, achieving a 70% reduction in content production timelines while maintaining premium quality and brand consistency
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Eccentric Infotech - Digital Marketing Agency

2014 - 2020

Sr. Digital Marketing Manager

- Directed and executed multi-channel digital strategies spanning Google Ads, Meta (Facebook/Instagram), LinkedIn, YouTube, and Programmatic networks, orchestrating full-funnel campaigns that consistently achieved 4X ROAS and delivered sustained year-over-year revenue growth across Real Estate, EdTech, eCommerce, and Lifestyle clients. Mentored, trained, and scaled a team of 10+ cross-functional specialists
 - including performance marketers, SEO/SEM analysts, social media strategists, and content creators. Introduced agile project management frameworks, KPI-driven reporting systems, and automation playbooks, resulting in a 35% improvement in campaign launch speed, stronger collaboration, and a culture of data-backed decision-making. Implemented AI-based lead scoring and predictive analytics models using
 - tools like HubSpot, Salesforce, and Google BigQuery, enabling intelligent audience segmentation, automated nurturing flows, and 45% uplift in lead-to-sale conversions. Architected advanced SEO & SEM frameworks that improved technical health, keyword rankings, and authority signals. Achieved a 70%
 - increase in organic traffic while strategically lowering dependency on paid media, saving significant budget without compromising lead flow. Pioneered data storytelling and advanced CRO strategies, leveraging A/B testing, heat mapping, and multivariate testing to enhance user journeys and improve landing page
 - conversions by 50%. Partnered directly with CXOs, CMOs, and brand directors to craft powerful brand positioning strategies, omni-channel performance campaigns, and go-to-market plans, resulting in a 95% client retention rate, long-term retainer contracts, and consistent campaign renewals. Championed Aldriven automation across reporting, audience targeting, and creative optimization, enabling real-time decision making and delivering scalable, predictable marketing outcomes. Conducted regular training sessions and internal knowledge-sharing workshops to upskill team members on AI tools, performance marketing innovations, and predictive analytics, increasing overall team productivity and cross-channel expertise by 40%.
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Ayurvedic Village - Healthcare

2010 - 2014

SEO Analyst- Team Leader

- Directed end-to-end SEO strategy for Ayurvedic Village's global wellness, detox, and retreat programs, driving a 50% increase in organic visibility across competitive health, wellness, and lifestyle keywords. Built, trained, and mentored a cross-functional SEO team of analysts and content specialists, implementing structured workflows and SOPs that improved project delivery timelines by 30% and enhanced quality standards. Designed and executed data-driven, content-centric SEO campaigns focused on holistic health topics

- achieving a 35% uplift in keyword rankings and generating a 25% increase in high-quality leads from international markets. Conducted in-depth technical SEO audits (site architecture, crawl optimization, page speed, schema) and collaborated with web developers to resolve critical issues, resulting in 40% faster load times and improved user experience. Integrated advanced analytics and KPI tracking dashboards (Google Analytics, Search Console, Data Studio) to monitor ranking trends, traffic quality, and ROI, creating a reporting framework still recognized as a best practice within the organization.
- Led competitive intelligence projects, performing market gap analysis and backlink strategies that secured high-authority placements and strengthened domain authority in global wellness niches. Partnered with design and content teams to develop SEO-optimized landing pages, blogs, and multilingual content, increasing session duration and engagement metrics by 35%. Introduced continuous A/B testing and conversion optimization methods that improved lead form submissions by 20%, reducing bounce rates and enhancing overall organic funnel performance.

CORE COMPETENCIES & TECHNICAL SKILLS

- AI & Automation Tools: ChatGPT, Jasper, Midjourney, Canva AI, Zapier, HubSpot, Salesforce, Marketo, Looker, Data Studio, GA4, Tag Manager Performance Marketing: Google Ads (Search, Display, YouTube), Meta Ads, LinkedIn Ads, Programmatic & Retargeting SEO & SEM: Advanced on-page/off-page SEO, Technical SEO audits, Keyword strategy, SEM campaign optimization Social Media Marketing: Cross-platform strategy (Instagram, Facebook, LinkedIn, YouTube, Twitter), influencer marketing, viral campaign development Content & Branding: Data-driven storytelling, omnichannel brand positioning, creative direction, AI-enhanced content generation Analytics & Growth: Predictive analytics, KPI dashboards, A/B testing, CRO, budget forecasting, ROI optimization Team Leadership: Strategic planning, agile team management, SOP development, talent mentorship, cross-functional collaboration

FREELANCE DIGITAL MARKETING TRAINER (PART-TIME)

Mediamitra | Revamp Training

- Delivered advanced digital marketing training to over 5,000 students and professionals across SEO, SEM, SMM, Content Marketing, AI marketing tools, and automation platforms. Designed industry-ready curricula and live projects, preparing learners to master Google Ads, Meta Ads, GA4, and AI-driven marketing. Conducted corporate workshops and masterclasses, mentoring future marketing leaders and enhancing team capabilities for global brands.

EDUCATION

PGDM Regenesys Institute of Business School	2019
BBA Calorx Teachers University	2016
HSC Goa Board	2004
SSC Goa Board	2002