

Kalpesh Nikhare

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PROFESSIONAL EXPERIENCE

SIF HOMES TECHNOLOGIES PVT LTD - Gurugram, India (Remote)

Digital Marketing Lead

March 2022 – Present

Digital Marketing Consultant

April 2021 – March 2022

Digital Marketing Intern

February 2021 – April 2021

- Drove end-to-end marketing campaigns across various domains including Meta Ads, Google Ads, SEO, and Influencer Marketing.
- Implemented an omnichannel marketing campaign, achieving a **200% increase in the organisation's revenue**.
- Achieved an average cost of **~₹5 per high-quality lead** through a successful Meta advertising campaign. Ran an app install campaign on **Meta Ads with a cost per install (CPI) of ~₹125**.
- Executed an **app install campaign on Google AdWords with a CPI of ~₹160**. Delivered **leads at \$1.2** each through a lead generation campaign on Google Search Ads in the US market.
- Utilized influencer marketing tactics to drive user acquisition, achieving a customer acquisition cost (CAC) of just **₹25 per install**.
- Led SEO efforts, increasing **domain authority from 0 to 55** and acquiring 861 quality backlinks. Optimized keywords and content to increase organic traffic and improve website performance.
- Leveraged data-driven insights and metrics to optimize campaigns, resulting in continuous improvement and better ROI for the company's marketing efforts.

YOUR BHAJIWALA - Thane, Maharashtra

Co-Founder

December 2019 – September 2020

- Initiated and co-founded a bootstrapped vegetable delivery platform.
- Developed **WordPress website and Android application** for seamless customer experience.
- Elevated **social media presence** through creative content, expanding customer outreach.
- Significantly improved service quality, fostering **positive word-of-mouth marketing**.
- Achieved a revenue milestone, **generating 1 Million INR in 8 months**.

SPACE HVAC PVT LTD - Mumbai, Maharashtra

Project Engineer Trainee

February 2019 – September 2019

- Managed **HVAC installation across 7 sites**, ensuring seamless execution.
- Implemented precise installation of HVAC mechanical equipment as per layout specifications.
- Directly communicated with clients and project management teams to grasp project requirements.
- Established and enforced safety protocols during HVAC system installations, prioritizing a secure working environment.

SHREE KRISHNA TOOLS - Thane, Maharashtra

Production Engineer Trainee

June 2018 – February 2019

- Improved manufacturing process quality through efficient work practices.
- Procured necessary raw materials for seamless production line operations.
- Conducted analysis of production processes, successfully reducing material wastage by 20%.

EDUCATION

Year	Degree	Institute	CGPA
2023	PGDM (Marketing Management)	Welingkar Institute of Management, Mumbai (Hybrid)	59%
2018	Bachelor of Engineering (Mechanical Engineering)	Datta Meghe College of Engineering, Airoli, Mumbai University	CGPA: 7.14/10
2014	H.S.C (Science)	Birla College of Arts, Science and Commerce, Maharashtra State Board	64.77%
2012	S.S.C	Fatima High School, Maharashtra State Board	90%

CERTIFICATIONS/PROJECTS

- Google Ads Search Certificate
- Google Ads Display Certificate
- Google Ads Video Certificate

ADDITIONAL SKILLS

- Innovative problem solving.
- Team management and Leadership.
- Cross-functional collaboration.
- Resilience.