



Rahul Bhagat

📞 (+91)9762051502 ✉ bhagatrahul611@gmail.com

[in](#) [Rahul Bhagat | LinkedIn](#)

[🌐](#) rahulbhagat.in | [Website](#)

Pune, Maharashtra -India

Profile Summary

- A results-driven Marketing Specialist with over 11 years of experience driving digital marketing initiatives and leveraging technology for business growth.
- Expertise in Website Management, SEO, Digital Strategies, Marketing Operations, Automation, and Online Advertising Tools & Platforms.
- Experienced in planning and executing Digital Strategies, Marketing Events, and roadmaps to drive business growth, customer engagement, and brand visibility.
- Skilled in leveraging Marketing Automation Platforms to streamline campaigns, enhance Lead Generation, and improve customer engagement.
- Proficient in managing Advertising Campaigns and Event Operations to maximize ROI, including vendor coordination, budgeting, and post-event lead tracking.
- Strong in Sales Enablement, creating marketing collateral and insights that empower sales teams to drive acquisition and retention.
- Adept at executing Product Marketing initiatives, including Positioning, Messaging, and Go-To-Market strategies aligned with market needs.
- Proven track record of aligning marketing efforts with business goals, using Analytics and KPIs to measure impact and optimize performance.
- Committed to staying ahead of Industry Trends and adopting innovative solutions to enhance visibility and drive organic growth.

Functional Skills and Experience

- Marketing Technology/Platform Selection and Implementation
- SEO and SEM
- Website Management and Administration
- Marketing Automation
- Product Marketing and Video Marketing
- Online Marketing and Advertising
- Sales Enablement
- Data Analytics, Web Analytics, Social Media Analytics
- Website Performance, Optimization, Governance and A/B Testing
- Content Management Systems (CMS), CRM Systems
- Project Management and Marketing Operations
- Incident Management and Reporting
- Requirement Gathering and Documentation
- Client / Stakeholder Management
- AI Applications and Graphics Design Software
- UX/UI research and design
- Wireframing and Prototyping

Marketing Technology Skills, Tools and Platforms

- SEO – Ahrefs, SEMRush, Search Console, Moz, Yoast, SERP
- Marketing Automation – Adobe Engage (Marketo), Eloqua
- Cloud Platform – GCP, AWS, Azure, Oracle Cloud
- CMS Platforms – Prismic, WordPress, Adobe Experience Manager (AEM – Sites and DAM)
- Editing – Photoshop, Illustrator, Canva, InDesign
- Analytics – Google Analytics, Adobe Analytics
- Tag Management – Google Tag Manager, Adobe Launch
- Targeting – Google Optimize, Adobe Target
- Project Management – Jira, ServiceNow, Adobe Workfront, Trello, Slack, MS Projects, MS Teams, Confluence, Asana, SharePoint
- AI Platform – Chat GPT, Midjourney, DALL-E, Midjourney, Adobe Firefly, Gemini, Microsoft Copilot
- Google Ads, HubSpot, Drift, OneTrust, SalesLoft, 6Sense, Salesforce, Adobe Debugger, Pingdom, HighSpot, Figma, Vimeo, HTML, CSS, Java Script

Management Skills & Experience	Industry Experience
<ul style="list-style-type: none"> • Team Leadership • Team Building • Strategic thinking • Decision Making and Negotiation • Problem Solving and Creativity • Creative Thinking • Design Thinking • Innovation and Analytical Thinking 	<ul style="list-style-type: none"> • Payments • E-Commerce and Online • Healthcare and Pharma • Technology and Consulting • Business Services • Semiconductor and Electronics • Entertainment, Media and News • Online Advertising
Education:	
<ul style="list-style-type: none"> • 2022: Post Graduate Diploma in Management (PGDM) with a specialization in Project Management: MITSDE Pune, achieved an outstanding CGPA of 9.8 • 2013: BE in Computer Engineering: AVCOE (University of Pune) Sangamner, graduated with first class, 65% • 2009: 12th Class, KKW College Pimpalgaon Baswant, Nashik, 65% • 2007: 10th Class, Nashik, State Board, 78% 	

Professional Experience (Total Experience: 11 Years 4 Months)

Amdocs, Pune - India

Marketing PMO Professional – MarTech Manager

October 2020 - Present (4 year 4 months)

- Lead MarTech initiatives to **optimize website performance** and enhance online visibility through **SEO strategies** and digital marketing campaigns.
- Lead a team in executing comprehensive **SEO audits**, identifying technical SEO issues, and implementing solutions to improve website ranking and visibility.
- Develop and implement **data-driven SEO strategies**, leveraging advanced SEO tools and analytics platforms to monitor performance and identify opportunities for optimization.
- Collaborate with cross-functional teams to align **website content, design, and functionality** with business objectives and SEO best practices.
- Implement **marketing automation** tools to streamline processes and improve campaign effectiveness, resulting in increased lead generation and conversion rates.
- Analyze **website and marketing analytics** data to generate insights and recommendations for continuous improvement and optimization.
- Oversee **sales enablement and product marketing** efforts to drive product adoption and revenue growth, integrating SEO and digital marketing strategies into marketing campaigns.
- Managed digital asset libraries and implemented **digital asset management** strategies to ensure efficient organization and utilization of marketing collateral.
- Led **account-based marketing (ABM)** initiatives, collaborating with sales teams to identify target accounts and personalize marketing efforts for maximum impact.
- Collaborated with world-class marketing agencies and vendors to execute **rebranding, brand positioning**, and targeted marketing strategies, ensuring alignment with organizational goals and objectives.
- Managed overall **branding and online presence** across various digital channels, implementing brand guidelines and standards to maintain consistency and integrity.
- Oversaw **customer data platform (CDP)** implementation and Customer Journey Analytics to enhance understanding of customer behavior and personalize marketing communications.
- Utilized **digital experience platform** to optimize customer interactions and improve overall digital experience, driving customer engagement and satisfaction.
- Spearheaded **marketing event management** initiatives by planning and coordinating participation in key industry events, securing sponsorships, managing vendor contracts, and aligning with sales and finance teams for seamless execution.
- Oversaw the **end-to-end event operations**, including procurement coordination, PO submission, invoice approvals, and tracking deliverables and leads, ensuring ROI-driven participation and strategic alignment with business goals.
- Collaborated with **cross-functional teams** including sales, finance, and procurement to ensure timely execution of event-related activities, while maintaining compliance with budget and organizational standards.

Wipro Ltd, Pune - India

Assistant Manager – Web Producer, AEM Consultant

April 2015 – October 2020 (5 year 6 months)

- Managed website design, development, and maintenance projects for clients, including Intel Corporation, using Adobe Experience Manager (AEM).
- Led a team of web content specialists and authors, ensuring high-quality content production and website updates.
- Collaborated with stakeholders to strategize and execute website activities, aligning with organizational goals and branding guidelines.
- Received multiple awards for outstanding project management and client satisfaction.

Axenic Technology Pvt. Ltd., Pune - India

Web Designer and Developer

October 2013 – March 2015 (1 years 6 months)

- Designed and developed various web projects, focusing on creating engaging user experiences and incorporating emerging technologies.
- Utilized HTML/CSS and content management systems to deliver tailored web solutions for clients.

Projects -

1. Website Re-branding and Brand Positioning – Vindicia.com Project

- **Collaborated with top-tier marketing agencies and vendors** to execute comprehensive rebranding, brand positioning, and targeted marketing strategies, ensuring alignment with organizational goals.
- **Led the complete website rebranding**, including web templates and layout changes, visual elements overhaul, and content optimization to align with new brand and business objectives.

2. Website Owner, Administration and Operations – Vindicia.com Project

- **Executed full ownership** of corporate website properties, ensuring optimal performance and success.
- **Led website management**, including content creation and optimization, front-end and back-end development, SEO, analytics, and site architecture updates.
- **Managed website operations**, including Google Cloud Platform, security and privacy updates, website integrations, tag management, and cookie management platform.
- Successfully integrated multiple **marketing platforms** into the MarTech stack, including Marketo, 6Sense, GA4, GTM, SalesLoft, Drift, ZoomInfo, Chili Piper, Calendly, Salesforce, and more.

3. GA4 Implementation

- Led the implementation of **Google Analytics 4 (GA4)**, ensuring accurate tracking and data collection across all website properties.
- Developed and executed a comprehensive migration plan from **Universal Analytics to GA4**, including data mapping, event tracking, and custom dimensions.
- Collaborated with cross-functional teams to **integrate GA4** with existing marketing platforms and tools, enhancing data-driven decision-making.
- Provided training and documentation to internal teams on GA4 features, reporting, and best practices.

4. 6Sense Implementation

- Spearheaded the implementation of 6Sense, an AI-driven **account engagement platform**, to enhance account-based marketing (ABM) strategies.
- **Configured and customized 6Sense to align with organizational goals**, including account scoring, intent data integration, and predictive analytics.
- **Integrated 6Sense with the existing MarTech stack**, including CRM and marketing automation platforms, to streamline workflows and improve targeting.
- Monitored and analyzed 6Sense data, providing insights and recommendations to optimize marketing campaigns and drive revenue growth.

5. Marketo Implementation and Operation

- Led the implementation of Marketo, a **leading marketing automation platform**, to enhance **lead generation** and nurturing efforts.
- Developed and executed marketing automation workflows, including **email campaigns, lead scoring, and segmentation**.

- **Integrated Marketo with CRM** and other marketing tools, ensuring seamless data flow and alignment with sales processes.
- Managed ongoing **Marketo operations**, including campaign execution, performance tracking, and optimization.
- Provided training and support to marketing teams on Marketo best practices and advanced features.

6. Drift Implementation and Optimization

- Implemented Drift, a **conversational marketing platform**, to enhance **customer engagement** and **lead generation**.
- Configured Drift **playbooks and chatbots**, aligning with marketing and sales objectives to provide personalized user experiences.
- **Integrated Drift with CRM and marketing automation platforms**, ensuring consistent data flow and lead management.
- Monitored Drift performance, analyzing **chat interactions and user behavior** to optimize playbooks and improve conversion rates.
- Implemented **Drift Meetings**, enabling prospects to book meetings directly with sales representatives through the website.
- Provided training and documentation to internal teams on Drift usage, best practices, and optimization technique.

7. SEO and Content Optimization – Vindicia.com Project

- **Developed and executed content and SEO strategies** aligned with marketing objectives, driving targeted traffic and engagement.
- **Increased organic traffic by 50%** within a year through SEO updates and best practices aligned with Google's latest algorithm updates.
- **Performed keyword research, site audits, technical SEO, and both on-page and off-page SEO.**

8. Website Migration and Optimization – Wipro for Intel

- Led the migration of 1200 webpages from WordPress to a new AEM platform.
- Created comprehensive project plans, defining scope and timelines.
- Developed new AEM templates and web components for enhanced UI/UX design.

9. Product Launch – Web project manager for product launches for Intel.com

- Served as the primary point of contact for managing product launches on Intel.com, coordinating global launch operations with cross-functional and geo-localization teams.
- Tracked deliverables to ensure launch readiness for thousands of website pages, including US English and over 25 country-specific pages.
- Designed and created product catalog pages to support new product launches.

10. Website and Content Management – AEM Sites, DAM and Forms: Intel.com Project

- **Managed multiple website segments**, maintaining, optimizing, and creating new AEM pages and forms.
- **Gathered scope, copywriting, graphics, and other collateral** to create and modify content on the public-facing website.
- **Created and executed project plans**, including tasks, milestones, dependencies, work-effort, duration, and resource allocation across functional teams.