

SUNDEEP SANIL

DIGITAL MARKETING SPECIALIST | STRATEGIST | COACH

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SUMMARY

High-Impact Digital Marketer with demonstrated ability to deliver Stellar Results for organizations. 9+ years of experience in 360 Digital marketing across various industries. Successfully managed multiple digital campaigns that contributed to 40% of the business revenue. In-depth knowledge of SEM, SEO, Paid Ads (Display & Video), Social Media & ORM (Online Reputation Management), SMS/Email/Whatsapp along with additional knowledge of Automation and CRM tools like Webengage & Salesforce.

KEY SKILLS

- Digital Media Strategy • Digital Media Planning • Paid Ads (Display & Video) • Analytics • Process Optimization • Market Research • Strategic Marketing
- Online Advertising • Social Media Campaign • Brand Presence Expansion • SEO & Keyword Optimization • Content Strategy • Digital Marketing • SEM • User Engagement • Marketing Analytics
- Team Leadership • Email Marketing • Organic Search • PPC Campaign Management • Report Generation

TECHNICAL SKILLS

- Facebook Ads • Salesforce • Google Ads • Google Analytics • Display & Video • Hootsuite • Affiliate Network

EDUCATION

Bachelor of Science - Computer Science
Jai Hind College

Mar '09 - Apr '10
Mumbai, IN

KEY MARKETING PROJECTS

Objective: To Launch an affordable project in Neral & generate 200 Bookings, Rs.50 Cr Revenue in 3 months | Puranik City Neral

- **Solution:** 360-degree Digital campaign with a budget of Rs.1.75 Cr to target the right audience & generate max. bookings.
- **Achievements:**
 - Achieved **132%** of the target by generating **264 bookings in 3 months**.
 - **59,000** new leads and **2,000** visits were generated in 3 month.
 - Achieved the **lowest CPL** across the industry valued at **Rs.300**.
 - Generated revenue worth **Rs.68 Cr** and contributed to **44%** of the overall business.

Other:

- Generated Revenue worth 124 Cr in past 4 months at an ROI of 2.5%, across luxury and mid-segment projects, through Digital channels.

LinkedIn Recommendations



Rohan Fernandes · 1st

Marketer - Brand | Digital | Product Growth

January 15, 2022, Rohan managed Sundeep directly

Sundeep was part of my team for almost two years and through that period we greatly benefited from the value he brought as an experienced digital marketer. His deep understanding of paid platforms & organic mediums (SEO) helped us achieve higher revenue growth as well as higher revenue contribution from digital channels. Sundeep was instrumental in introducing new tools, setting up processes and systems to enhance our conversion ratios across the funnel. We were able to reduce our CAC, improve return on marketing investments (ROMI) through constant enhancements & improvements led by Sundeep.

I have seen Sundeep evolve into a dynamic, reliable and mature leader; he will be a valuable asset to any organization he chooses to work for in the future.

PROFESSIONAL EXPERIENCE

Senior Manager - Digital Marketing

Jul '22 - Present

Piramal Realty

Mumbai, IN

An real estate company that deals in premium properties across SoBo and Central Suburbs.

- Managing entire Digital Performance & SEO for Piramal Realty's luxury projects in SoBo & Central Suburbs.
- Generated Revenue worth 124 Cr in past 4 months at an ROI of 2.5%, across luxury and mid-segment projects, through Digital channels.
- Scaled up the campaign while maintaining targeted Cost per Qualified Lead & Visits.
- Improved avg. monthly traffic by 71% compared to previous year.
- Responsible for maintenance, updates, downtime and SEO of 5 official websites & microsites.
- Working in tandem with other interdependent stakeholders like Pre-sales, Sales, Strategy, Marketing, CRM and Channel Partners to generate more Revenue for the organization.

Senior Manager - Digital Marketing

Feb '21 - Jun '22

Renaissance Indus Infra | Data City

Mumbai, IN

A B2B real estate company which deals in warehouses & factory buildings. Also about to launch a new Data center project in India.

Marketing Strategy & Implementation

- Planning and Executing monthly media plans for **2 warehouse** projects & **1 Data Center** project in Mumbai.
- Generating revenue by digital campaigns as per monthly business objectives of 12 bookings.
- Reduced Google search spends by **45%** by selecting the right keywords & tactics.
- Targeted a new set of B2B audiences on Facebook which led to **2 additional bookings** per month.
- Contributed to **30% of the business** revenue compared to the previous 20%.

Process Optimization & Market Research

- Regulated key processes & parameters across various customer stages which led to reduced CPA (**55% reduction in Cost per booking**).
- Mentored Pre-sales team weekly which led to a **30% improvement** in calls/day and **100% improvement** in Fresh call TAT.
- Guided pre-sales members for better call quality.
- Established monthly brainstorming sessions with all stakeholders to deliver max output.
- Controlled the Sell.do CRM. Regulated the system for smooth functioning across departments.

Social Media Management

- Strategize & scrutinize monthly social media calendars & designs to improve brand perception & visibility.
- Maintain ORM by resolving queries online via Hootsuite.

Data Center Launch Plan

- Create an international media plan for launching the new Data Center project.
- Design & Development of website and microsite.
- Configure CRM Integrations, Lead flow across departments, Reports
- Designed a social media & PR strategy for the launch and sustenance campaign.

Manager - Digital Marketing

Nov '18 - Feb '21

Puranik Builders

Mumbai, IN

One of the top real estate companies in Mumbai with 8 projects spread across Thane and Pune. B2B & B2C approach for Residential & Commercial projects.

- Successfully launched a digital campaign worth **Rs.1.75 Cr** which led to **44%** of the overall bookings and **Rs.68 Cr** revenue in 3 months.
- Planned & executed multiple campaigns with agencies for 8 projects every month which **contributed to 30%** of the overall booking.
- Improved **CPA by 28%** by various processes & channel changes.
- Strategize campaign budgets **above Rs.1 Cr per month** as per business goals.
- Part of the core team that implemented **Salesforce CRM, vCalling (virtual tour)**, and automation tools (**Webengage, Chatbot**).
- Designed social media contests that led to growth in followers.
- Improved key parameters on major customer stages by **min. 50%**.
- Collaborate with various departments to generate maximum revenue.
- Worked with **20+ vendors** & multiple agencies.

PREVIOUS DIGITAL EXPERIENCE

Assistant Manager - Digital Marketing | Marathon Realty

Mar '17 - Jan '18

Assistant Manager - Digital Marketing | Marathon Realty

Sep '14 - Jul '16

Assistant Manager - Digital Marketing | HDFC Life

Sep '13 - Sep '14

Other Companies

Jun '10 - Aug '13

Landmark Insurance, Fascinating Diamonds, Indezoo
