

# Mr. Dipesh Pednekar

Founder and CEO of DipeshPednekar.com

DipeshPednekar.com



## Milestone

10 Million+ Total Ad Spend  
1 Lakh+ Leads Generated  
500+ Campaign Plans  
2000+ Ads Created  
1000+ Post Boost  
50+ Client Served

12 Million+ Traffic Acquired  
25000+ Backlink Generate  
15000+ Keywords Ranked  
2500+ Optimized Pages  
500+ Rich Snippets  
50+ Client Served

1 Lakh+ Lines of Code Edited  
750+ Webpages Developed  
25+ Landing Page Develop  
20+ Websites Developed  
10+ Website Revamped  
5+ Mock-up Designed

## Experience

Company Name:  
SecureMyScholarship

Designation:  
Digital Marketing Manager

Duration:  
April 2021 to Till Date

Location:  
Dubai, UAE [Remotely]

Hiring Purpose:  
Digital Plan, LeadGen, SEO

Reporting to:  
CEO

### Key Responsibilities [OKRs]:

- In-depth working on MQL to SQL ratio and grabbing more qualitative + quantitative leads.
- Improving Lead Gen with a time-to-time overview, optimization, & implementations.
- Efficiently working on the user journey and conversion funnel within the website.
- Coordination with Graphic, Content, Technical, etc. teams to get things done.
- Control CPC and CPL with accurate targeting via content and graphics.
- Improve, measure, and manage ROI across all marketing channels.
- Diversified marketing strategy with multiple promotional activities.
- Improve organic search ranking & traffic via SEO marketing.
- Run an experiment campaign, study & analysis output.
- Check more 30+ KR's on DipeshPednekar.com

Feb 2019 – Apr 2020  
Sunrich Companies  
DM Executive

Feb 2017 – May 2018  
Anvis Digital  
SEO Executive

Sep 2013 – Feb 2017  
Part time Jobs  
Executive

# Education

Oct 2020 – Feb 2021  
Rajesh Patkar Institute  
Full Stack JavaScript

Nov 2016 – Jan 2017  
Operating Media  
Digital Marketing

Jan 2013 – Mar 2013  
Mark Academy  
Tally 9, M.S.CIT

Jul 2013 – Jul 2016  
N.S.S. College  
BCom

Jul 2011 – Jul 2013  
N.S.S. College  
H.S.C

Jun 2001 – Jul 2011  
Shirodkar High School  
S.S.C

# Personal

Name:  
Dipesh B. Pednekar

Birth Date:  
11 Sep 1995

Marital Status:  
Married

Residence:  
Lalbaug, Mumbai

Relevant Exp.:  
8+ Years

Nationality:  
Indian

Mobile No.:  
+91 77 3830 8787

Gmail ID:  
DipeshPednekar@

Occupation:  
Job + Consultant

I hereby declare that the above-mentioned information is accurate to the best of my knowledge and belief. I bear the responsibility of any error or mistake in the data if occur in the future.

Mumbai

Dipesh Balkrishna Pednekar

**Note:** Please visit [DipeshPednekar.com](http://DipeshPednekar.com) for more detail information.