



HARSHAL MAHAJAN

Marketing Champion | Digital Growth Strategist | Paid Ads Expert

6+ years of experience in digital advertising, brand growth, and short-video marketing across startups and global brands.

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Bhalchandra Akashvan, Kate Vasti, Punawale, Dist Pune

Skills

- Social Media Marketing
- Google Ads
- Short Video Advertising & Reels Strategy
- Digital Brand Positioning
- Marketing Funnel Strategy
- Lead Generation & Conversion Optimization
- Startup Growth Consulting
- Creative Campaign Direction

languages

- English
- Hindi

professional experience

Strategic and performance-driven Digital Marketing Consultant with 6+ years of experience in helping brands grow through social media advertising, short video marketing, and Google Ads. Proven expertise in building customer acquisition strategies and driving measurable ROI across multiple industries. Worked with hospitality, real estate, and startup brands, providing end-to-end marketing direction — from concept to campaign execution.

Work Experience

Paid Ads Consultant — Kolte Patil Builders

Pune, India | 2020 - 2023

- Managed Google Ads and Meta Ads for high-value real estate campaigns.
- Developed audience segmentation and remarketing funnels that boosted lead quality and decreased CPL by 35%.
- Worked with internal creative teams to craft data-driven ad strategies for new p launches.

Digital Marketing Executive — LogiQuad Solutions Pvt. Ltd.

Pune, India | 2020- 2021

- Worked closely with the IT and product teams to market SaaS and cloud-based solutions globally.
- Managed Google Ads, LinkedIn, and email marketing campaigns targeting B2B clients in the technology and software sectors.
- Designed and executed lead-generation funnels for enterprise clients across the US, UK, and India.
- Collaborated with developers to align marketing content with technical features and product launches.

Work Experience

Marketing Consultant – Freelance / Independent

📍 Pune, India | 2021 – Present

- Consulting for 3-star hotels such as TTC Kitchen & Bar and Teddy's Kitchen & Bar, leading their complete digital growth strategy.
 - Increased brand visibility and sales through targeted paid campaigns and video-first content marketing.
 - Designed and executed Instagram Reels and YouTube Shorts strategies, resulting in high engagement and walk-in growth.
 - Developed brand identity and digital roadmap for emerging F&B startups in Pune.
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Founder & Strategist – RestroPandit- Restaurant Marketing Agency

📍 Pune, India | 2021 – Ongoing

- Built a local restaurant marketing service helping Pune-based eateries grow digitally.
 - Helped 20+ restaurants establish an online presence and scale using social media ads and influencer tie-ups.
 - Managed complete digital operations, including paid media, creative direction, and brand partnerships.
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Education

Sinhgad Institute of Technology, 2016-19

Bachelor of Information Technology