

Sudhir Bangera

Marketing Professional

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Mumbai

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EDUCATION

Executive MBA, Universal Business School
2019,

Completed part-time MBA wherein the teaching institute is Universal Business School and Awarding institute is Cardiff Metropolitan University, UK

PGPDMM, ITM
2017,

Completed Post Graduate Program in Digital Media Marketing from ITM, Mumbai

BCom, University of Mumbai
2015,

Graduated from University of Mumbai - Distance learning

SKILLS

- Social Media Management
- Content Strategy
- Search Engine Optimization
- Web & Social Analytics
- ORM

SUMMARY

ROI and results-driven Marketing Professional with expertise in Content Creation, Social Media, SEO – ON & OFF Page, Web Analytics, Campaign Management, and Improving User Experience on websites across various industries.

EXPERIENCE

Manager – Digital Marketing

April 2025 – Till date

Station Satcom, Mumbai

- Created Social Media and Content Strategy for Station Satcom.
- Increased followers organically by 5% on LinkedIn.
- Copy writing for social media posts.
- Designed Product Brochures, and Event Standees.
- Email Newsletters.
- Segmented Audiences and created buyer personas.

Consultant – Web & Social

November 2021 – March 2025

Capgemini, Mumbai

- Managed Social Media and Content Strategy for Capgemini India.
- Managed SEO ON and OFF page efforts for the India website in coordination with the agency partner for a brief time.
- Creating content in both long and short forms for brand awareness and sales enablement.
- Increased followers on FB, Instagram, and LI by 5-6% organically month-on-month.

Senior SEO & Content Executive

October 2020 – July 2021

MA Services Group, Melbourne

- Managed SEO and Content strategy for MA Services Group (Australian Company) as a freelancer.
- Created web and social media banners using 'Canva'.
- Wrote high-ranking blogs for products/solutions offered

Senior Associate – Digital Marketing

February 2018 – May 2020

SBI Life Insurance, Mumbai

- Accountable for SEO performance of the website.
- Managed creation of content on web landing pages for campaigns like #papahainna, #meinsehum, #thanksadot
- Increase organic traffic on website by 130% YoY.
- Improved user-experience on website by adding research backed features like calculators, blogs, and more.

Tools used:

- Canva
- Hootsuite
- Talkwalker
- Screaming Frog
- Google Analytics
- Google Search Console
- SEM Rush
- Keyword Planner

Other Details

- DOB: 01st March 1991
- Marital Status: Single
- Nationality: Indian

Ads Analyst

September 2012 – July 2015

Tech Mahindra Business Services, Mumbai

- Analyzing ads on a social media platform before they went live for any possible policy violation
- Reporting any suspicious links to the team concerned according to the escalation matrix.
- Responsible for sharing any policy updates with the team and mentoring them.

Senior Customer Service Associate

September 2012 – July 2015

Tech Mahindra Business Services, Mumbai

- Answering inbound calls from postpaid customers of an Australia-based Telecom company.
- Retaining unhappy customers by resolving their technical or service-related issues.
- Selling existing packs and plans to increase revenue.
- Upgrading contract of existing customers at the time of contract expiry.

ACHIEVEMENTS

- Promoted as a Consultant in Capgemini based on performance.
- Created a WordPress website and managed SEO for it. Blogs written on the website ranked higher in SERPs for relevant keywords compared to publishers like HubSpot. Won Award in SBI Life for an integrated campaign managed by our digital team.