

SWAPNIL BARHATE

Product Marketing and Manager | Digital Strategist

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CAREER SUMMARY

Strategic marketing professional with expertise in **product marketing management** and a solid background in **digital marketing**. With over 5 years of experience, I have successfully executed **go-to-market strategies**, optimized **product positioning**, and driven **customer acquisition** through data-driven insights and **targeted campaigns**. Skilled in leading **product launches**, conducting market research, and collaborating with **cross-functional teams** to develop compelling **product messaging**. Adept at utilizing competitive analysis to enhance sales enablement, achieve market differentiation, and **maximize revenue growth**. Passionate about innovative marketing strategies that deliver measurable results and sustained business growth.

SKILLS

GO-TO-MARKET STRATEGY

PRODUCT POSITIONING & MESSAGING

PRODUCT DEVELOPMENT

MARKET RESEARCH & COMPETITIVE ANALYSIS

CUSTOMER ACQUISITION & RETENTION

SALES ENABLEMENT

CROSS-FUNCTIONAL COLLABORATION

PRODUCT LAUNCH MANAGEMENT

DATA-DRIVEN DECISION MAKING

LEADERSHIP & TEAM MANAGEMENT

PROBLEM-SOLVING

BUDGET MANAGEMENT

WORK EXPERIENCE

Product and Marketing Manager

LXL IDEAS PVT LTD

Sept. 2022 - Present | Bangalore

- **Revamped product strategies** for key projects like School Cinema, Mentor Hub, TAISI, and SCIFF by transitioning from traditional methods to modern digital tools and frameworks, leading to a 30% increase in lead generation and a 20% improvement in conversion rates.
- **Modernized product positioning** by leveraging advanced analytics and audience insights, resulting in a 25% increase in engagement with B2B and educational audiences through precise targeting and enhanced value communication.
- **Implemented cutting-edge product development practices**, including agile methodologies and data-driven decision-making, reducing time-to-market by 15% and ensuring products aligned with evolving market trends.
- Enhanced customer retention by integrating AI-driven personalization and CRM tools, achieving a **10% reduction in churn and a 15% growth in customer lifetime value**.
- Spearheaded the shift from static, traditional processes to dynamic and scalable solutions, optimizing workflows and driving a **20% boost in ROI** through improved resource allocation and high-impact campaigns.
- Redefined **go-to-market strategies** using advanced marketing automation and analytics tools, contributing to a 20% increase in B2B revenue and greater operational efficiency.
- Introduced digital-first solutions for **product upgrades**, ensuring compatibility with the latest industry standards and solidifying competitive positioning in the market.
- **Leveraged CRM insights** to transform customer engagement strategies, creating personalized experiences that enhanced satisfaction and brand loyalty across B2B and educational segments.
- Integrated innovative tools across product, marketing, and operations teams, fostering seamless collaboration and achieving a **15% improvement in team productivity and synergy**.
- Led the **adoption of AI-powered tools** for customer insights and campaign optimization, driving data-informed strategies and delivering measurable business growth.

Digital Marketing Strategist

UDHAIVI HEALTHCARE

2022-2022 | Bangalore

- Led initiatives in lead generation, resulting in substantial growth in lead acquisition through digital channels.
- Optimized digital marketing budgets, reallocating resources for maximum impact and efficiency in campaign execution.
- Collaborated seamlessly with design and content teams, ensuring consistent branding and messaging across digital platforms.

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Co-Founder / CMO

LOGYANA SOLUTIONS PVT LTD

2019 - 2022 | Pune

- Defined Logyana Solutions' foundational vision, outlining long-term goals and strategic milestones.
- Provided visionary leadership, aligning the team with the company's mission and values.
- Designed and implemented streamlined operational frameworks, optimizing efficiency across departments.
- Innovated cost-effective solutions that positively impacted the bottom line without compromising quality.
- Built and cultivated a dynamic, high-performing team, fostering a culture of innovation and collaboration.
- Provided mentorship and guidance, empowering cross-functional teams to achieve exceptional results.
- Implemented performance evaluation systems to ensure team alignment with company objectives.
- Oversaw financial planning, budget allocation, and resource utilization, ensuring efficient capital utilization.
- Implemented financial controls and reporting mechanisms to ensure fiscal accountability and transparency.
- Formulated and executed comprehensive marketing strategies that significantly boosted Logyana Solutions' brand visibility and recognition.
- Cultivated and maintained strong relationships with stakeholders, strategic partners, and clients.
- Nurtured business relationships, fostering collaborations that supported Logyana Solutions' growth and sustainability.
- Continuously monitored industry trends and technology advancements, aligning strategies for future opportunities and challenges.

Co-Founder / Operations

DREAMSPARK INDIA

2019-2020 | Pune

- Handled day-to-day administrative tasks, ensuring smooth office operations, from managing schedules to overseeing office supplies.
- Implemented cost-effective solutions without compromising quality, resulting in savings in operational costs.
- Demonstrated adaptability in a startup environment, multitasking and taking on diverse responsibilities as needed for operational success.
- Responded effectively to dynamic challenges and changing priorities typical in a startup setting.

TECHNICAL SKILLS

- Marketing Automation Tools (e.g. HubSpot, Zoho, Brevo, Wati)
- CRM Systems (e.g., Salesforce, LeadSquared, Zoho)
- Analytics Tools (e.g., Google Analytics)
- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Email Marketing
- Social Media Marketing
- Content Marketing
- A/B Testing
- Performance Metrics and Reporting

EDUCATION

Sinhagad Institute of Technology


Bachelor's of Information Technology

2016-2020

CLASSIFICATION OF FINAL RESULT: **FIRST CLASS**

REFERENCE CONTACT

Kasturi Ranga

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CERTIFICATION

AI-Powered Performance Ads Certification

GOOGLE

Credential ID: 194903512

Digital Marketing Strategy

GREAT LEARNING

Credential ID: NITQCAMI