MY JOURNEY

My journey has never been a straight line — it's been about adapting, learning, and rising with every challenge. I began in aquaculture, where discipline and operational rigor shaped my foundation. When I launched Nisarga Aquaria, I embraced entrepreneurship, only to be tested by the market downturn and COVID, which pushed me to sharpen resilience and diversify my skills. At West Coast Aquatics, I shifted to sales and marketing, learning the psychology of clients and the power of relationships. The digital wave drew me to DGmark, where I mastered performance marketing, automation, and data-driven strategy, realizing how technology could transform businesses. Today, at Forest Hills, I unify all those lessons — leading teams, building ecosystems, and driving measurable growth.

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SKILLS

- Digital Marketing Strategy
- Performance Marketing
- SEO / SEM
- Google Ads
- Meta Ads
- Social Media Marketing
- Content Marketing
- Email Marketing
- Influencer Marketing
- Web Development (WordPress)
- Conversion Optimization
- Data Analytics (GA4, Search Console, SEMrush)
- Pixel & Tag Management
- AI & Automation Tools
- Business Management
- Sales & Negotiation
- Market Research & Lead Generation
- Client Relationship Management
- Event Marketing & Brand Activations
- Team Leadership & Training
- Communication & Interpersonal Skills
- Problem Solving & Strategic Thinking

EXPERIENCE

HEAD OF MARKETING

Forest Hills, Tala Properties Pvt. Ltd.
Mar 2024 - Present date (1 year +)

- Drove 3x traffic growth & boosted domain authority through advanced SEO, full-funnel campaigns, and conversion-focused landing pages.
- Scaled high-performing Google & Meta Ads ecosystems, delivering consistent ROI with data-driven optimization.
- Led and mentored cross-functional teams, aligning KPIs, automation tools (GA4, Zapier, Tag Manager), and performance goals.
- Directed HNI events, influencer collaborations, and AI-powered marketing strategies, blending offline + digital for maximum impact.

DIGITAL MARKETING EXECUTIVE

DGmark Agency.
Aug 2023 - Jan 2024 (6 months)

- Database administration and website design
- Built the logic for a streamlined ad-serving platform that scaled
- Led agency marketing operations, driving client strategies across Google Ads, Meta Ads, SEO, and SMM.
- Executed performance marketing & content strategies, including email, web development, and graphic design.
- Applied AI tools for analytics, strategic planning, and campaign optimization.
- Ensured client satisfaction through counseling, reporting, and data-driven results.

ASSISTANT SALES AND MARKETING MANAGER

West Coast Aquatics LLP
2010 - Oct 2020 - Jul 2022 (1 year 10 months)

- Conducted market research & lead generation to identify new opportunities and expand customer base.
- Delivered traditional sales presentations & graphical demos, strengthening product positioning and brand recall.
- Built strong client relationships, ensuring satisfaction, loyalty, and repeat business.
- Negotiated and closed high-value deals, driving consistent revenue growth.
- Managed sales reporting, data analysis, and product knowledge training to enhance team performance.
- Collaborated across teams to execute marketing initiatives & boost brand awareness.

FOUNDER

Nisarga Aquaria
May 2019 - Jun 2020 (1 year 2 months)

- Founded and managed Nisarga Aquaria, a niche venture providing nature aquarium designs & décor services.
- Oversaw shop operations, business development, and product sourcing, ensuring smooth end-to-end management.
- Delivered customer service & engagement strategies, building trust and brand loyalty.
- Drove marketing & promotional campaigns, blending traditional outreach with creative positioning.
- Managed staff training, performance, and health & safety compliance, demonstrating strong leadership.

BUSINESS MANAGER

Nisarga Aquaculture
July 2015 - April 2019 (3 years 10 months)

- Managed aquaculture farm operations, overseeing production planning, livestock management, and maintenance.
- Conducted business analysis, forecasting, and financial reporting, ensuring efficiency and sustainability.
- Supervised and trained staff, fostering operational discipline and team productivity.
- Strengthened customer relationships through consistent service and reliability.
- Applied strategic planning & process improvements to optimize farm performance.

Every turn in my career wasn't just a change of role, but a conscious step to strengthen my character, expand my expertise, and prove that adaptability is the greatest skill of all.

in linkedin.com/in/vipul-bambardekar

PORTFOLIO

Beyond execution, I specialize in strategic campaign planning, SEO, Google & Meta Ads management, CRM automation, and performance reporting. My leadership has been instrumental in integrating digital and offline marketing, optimizing conversion-focused websites, and aligning marketing strategies with organizational goals. With certifications in Advanced Digital Marketing, WordPress Development, and Graphic Design, along with my ongoing MBA in Operations, I am well-prepared to contribute effectively to your marketing team. I am passionate about combining creativity, analytics, and leadership to deliver impactful results.

250+
Keyword ranked

30+
Projects

1M+
Google Ad Spent

23K+
Total Leads

Performance Marketing & Business Management

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Not Just Marketing. Building Ecosystems that WIN !