



# VIPUL BAMBARDEKAR

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-19, 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.

## EXPERIENCE

### DIGITAL MARKETING MANAGER (DUBAI PROPERTIES & FOREST HILLS RESORT)

Forest Hills Dubai Real Estate, Tala Properties Pvt. Ltd.

Mar 2024 - Present date (1 year +)

- Designed and executed Google Search campaigns to generate highly qualified real estate and hospitality leads, with Display and Video campaigns driving strong awareness and brand visibility.
- Scaled remarketing funnels with Meta Ads, improving conversion rates and maximizing ROI through precision targeting and behavioral insights.
- Directed data analytics and strategic performance marketing, leveraging GA4, Search Console, and Tag Manager for performance tracking and decision-making.
- Established CRM automation (Zapier) to streamline lead flow from digital campaigns to sales teams, ensuring faster response and higher closure rates.
- Led and mentored a high-performing marketing team, training them on KPIs, tools, and campaign optimization, while aligning cross-functional teams for execution.
- Conceptualized and managed HNI-focused events, influencer collaborations, and PR-driven brand activations, enhancing luxury positioning and media visibility.
- Pioneered Dubai real estate HNI-targeted campaigns, tailoring strategies for ultra-high-value clients and cross-border investor engagement.
- Integrated AI tools for predictive analytics, content creation, and workflow automation, strengthening efficiency and scalability.
- Achieved measurable business outcomes by aligning real estate, hospitality, and digital performance marketing strategies into a cohesive growth framework.

### 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.

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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

## EDUCATION

### ADVANCE DIGITAL MARKETING COARSE

DGmark Institute, Mumbai

May 2023 - Aug 2023

### BACHELOR OF FISHERIES SCIENCE

Dr. B. S. K. K. V. University.

Jun 2011 - Jun 2015

### HSC, SCIENCE

New English School & Jr.

College

May 2009 - Jan 2011

### SSC

R. V. Nerker secondary school

2010

## EXTRACURRICULAR

- Photography
- Painting
- Blogging
- Scuba Diving
- Badminton
- Trekking

## CERTIFICATES

- IELTS ( 7.5 Band 2023 )
- SSI Open Water Diver
- Photography Master Class
- Advanced Digital Marketing Certificate
- AI tools Expert Certificate
- Wordpress Web Development Certificate
- Graphic Design Certificate

## 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.*



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# 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 !