

Amulya Bhatawadekar

Digital Marketing Manager

Houston, Texas (Open to relocate) • (940) 282-9694
amulyabb01@gmail.com • www.linkedin.com/in/amulyabb
Authorized to work in the US (F-1 OPT, eligible for STEM extension)

CAREER SUMMARY

Digital marketing manager and two-time founder with 5+ years developing content strategies, growing online communities, and executing data-driven campaigns for 225+ brands across startups, nonprofits, healthcare, higher education, and consumer brands. Led a 13-person team managing \$200K+ in annual ad spend across 17 industries. Combines an entrepreneurial mindset with creative storytelling and analytics to increase engagement, strengthen brand visibility, and drive measurable business results.

SKILLS AND STRENGTHS

Marketing: Social Media Strategy, Content Strategy, Community Management, Content Creation, Campaign Management, Local SEO & Google Business Profile, Paid Media (Meta & Google Ads), Brand Identity, Website Development, Email Marketing, Influencer Marketing, Team Leadership.

Analytics & AI: AI-assisted content workflows, prompt engineering for copy and creative ideation, marketing process automation

Tools: Meta Business Suite, Canva, Adobe Photoshop, Premiere Pro, Hootsuite, Instagram, LinkedIn, TikTok, Google Ads, Google Business Profile, Google Analytics.

Strengths: Entrepreneurial Mindset, Strategic Thinking, Creative Problem-Solving, Cross Functional Collaboration, Adaptability

WORK EXPERIENCE

Office of Immigrant and Citizenship Services, UT Dallas, Dallas

Marketing & Operations Student worker

10/2025-05/2026

- Generated 7,000+ organic Instagram impressions in the first 30 days by launching the department's social media presence and executing a data-driven content strategy.
- Drove a 25% increase in registrations across fundraisers, attorney chat sessions, and advisor coffee chats through integrated social, email, and tabling campaigns.
- Built and ran the content operation end to end: trend research, scripting, reels, and insight-led optimization, supporting two fundraising campaigns that raised \$6,263 for student emergency funds.

Digimulya, Pune, India

Founder & Digital Marketing Strategist

06/2020-08/2024

- Developed and managed social, content, SEO, and paid advertising strategies for 125+ client brands across 17 industries, from regional banks and financial services to CPG, skincare, real estate, and ghost kitchens.

- Increased client engagement 30% and doubled organic campaign reach through audience insights, trend-driven content, and influencer partnerships.
- Managed \$200K+ in annual ad spend across 45–50 concurrent Meta and Google Ads accounts, leading a 13-person team across design, video, web, content, and paid.

Globmedtech, Pune, India

Co-Founder & Digital Lead

07/2023-08/2024

- Expanded the digital presence of 100+ healthcare providers through data-driven marketing, Google Business Profile optimization, and educational content.
 - Increased patient footfall 20–35% across specialty clinics through paid social, Google Ads, SEO, and multilingual campaigns in Marathi, Hindi, Tamil, Kannada, and Bengali.
 - Improved clients' average Google rating from 4.0 to 4.5 through reputation management, patient review campaigns, trust-focused content and profile optimization across Google, social, and healthcare directories.
 - Grew international consultation inquiries for a medical services client over a two-year engagement, supporting recurring cross-border patient acquisition.
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EDUCATION

Master of Science in Marketing (STEM-designated).

University of Texas at Dallas

08/2024-05/2026