

# KEDAR BHOLE

## Marketing Manager

*"Goal-oriented creative professional"*

[www.kedarbhole.me](http://www.kedarbhole.me)

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### Kedar Prakash Bhole

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### Introduction

Dynamic marketing leader with 15+ years of experience driving brand growth and innovation across diverse industries. Proven track record in launching successful brands in India and Dubai, leading high-performing teams, and executing strategic marketing campaigns that deliver measurable results. Expertise in digital marketing, brand positioning, and customer behavior analysis. Seeking a leadership role to leverage my skills in steering organizational success.

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### Key Achievements

- Surpassed initial revenue targets for Macaw By Stories within just 3 months of launch, establishing it as a premier destination in Bengaluru.
- Led the successful launch of Dr. Sheesha in Dubai, achieving revenue target within the first 6 months by coordinating a high-performing cross-functional team.
- Optimized marketing expenditures, achieving a 10% cost reduction while maintaining the effectiveness of key campaigns.

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### Experience

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**Eat Repeat India Pvt Ltd, Bengaluru** (Macaw by Stories, Stories Brewery and Kitchen, Stories Bar and Kitchen, Dr Sheesha Dubai, Mezera Brewery and Kitchen)

#### Marketing Manager

2023 - Present

- Led the strategic development and execution of marketing campaigns for 6 restaurant brands across 14 outlets in India and Dubai, resulting in overall 25% revenue growth.
- Established a robust analytics framework that improved campaign tracking and reporting, leading to a 10% increase in ROI across digital and print channels.
- Established, monitored, and reported on team goals to drive success and accountability.
- Crafted compelling branding, positioning, and pricing strategies tailored to each restaurant brand.
- Ensured a cohesive and strong brand message across various marketing channels..
- Conducted in-depth consumer behavior analysis to create detailed customer personas.
- Identified and capitalized on opportunities to reach new market segments.
- Spearheaded initiatives to expand market share and enhance overall marketing performance and brand presence.

**J M Indchem LLP, Mumbai****Marketing Manager**

2020 - 2022

- Developed and implemented strategic marketing plans to achieve key objectives.
- Managed and optimized all marketing channels effectively.
- Analyzed market trends and insights to optimize budget allocation and performance.
- Measured and reported the performance of all marketing activities.
- Collaborated with Product and Sales directors to boost sales and enhance customer satisfaction through cohesive strategies.

**Berggruen Hotels Pvt. Ltd. (KEYS HOTELS), Mumbai****Marketing Manager**

2015 - 2020

- Led the comprehensive rebranding initiative, ensuring consistent application of brand and corporate messaging guidelines across all company websites and printed/electronic publications.
- Optimized SEM channels and implemented PPC campaigns to increase traffic and drive direct sales.
- Launched and managed email marketing campaigns targeting both existing customers and new user onboarding.
- Collaborated with multiple digital marketing agencies to devise innovative strategies for enhancing platform engagement.
- Partnered with the operations team to improve Online Reputation Management (ORM) across various platforms.

**Four Pixel Design, Mumbai****Creative Head**

2012 - 2015

- Managed the tasks of design and optimized graphics for corporate client's sites
- Prepared sketches and graphic elements of the subjects to be rendered using traditional tools, multimedia software and image processing, layout and design software
- Ascertained client's requirements and developed graphic directions, concepts and specifications; communicated style and guidelines to deliver consistent, high-quality work

**Know The Game Inc., Canada****Graphic Designer**

2010 - 2012

- Created presentation slides & information visualization through unique web/graphic design solutions that translated complex ideas into compelled and visual stories
- Delivered artwork to print, worked with printers, and provided detailed print specs for produced work
- Creating concept for design layout and illustrations
- Selected printing process according to requirement, size, shape and the type of the element

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## Certificate

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**Advanced Google Analytics**  
From Google

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## Education

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**Fanshawe College, Canada**  
Advance Diploma in Graphic Design  
2005-2008  
Graduated with honors, with a focus on digital media, branding,  
and visual communication

**Image Institute, Dombivli**  
Multimedia Course  
2005

**HSC, Kalyan**  
Arts  
2003

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## Skills

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- Strategic Marketing Planning & Execution
  - Cross-Functional Team Leadership
  - Brand Positioning & Rebranding
  - Market Research & Consumer Insights
  - Performance Marketing & ROI Optimization
  - Digital Marketing (SEO, SEM, PPC)
  - Advanced Google Analytics
  - Adobe Creative Suite (Photoshop, Illustrator, InDesign)
  - CRM & Marketing Automation Tools