

Khushboo Pradhan

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Profile

Performance-minded marketing leader with 10+ years of agency and in-house experience, specializing in paid campaigns and web-focused deliverables. Proven track record in owning end-to-end digital projects, managing international client relationships (US, UK, Australia), and guiding teams to ship strategically sound, client-ready work. Skilled at spotting performance issues, reviewing creatives and site builds, and translating client goals into actionable plans.

Core Skills

- **Paid Media & Performance:** Google Ads, Meta Ads, LinkedIn Ads, PPC strategy
- **Web Project Management:** Webflow oversight, landing-page reviews, Figma prototyping, Notion for workflow
- **Analytics & Reporting:** GA4 implementation, Looker Studio dashboards, test planning
- **Client-Facing Communication:** Requirements gathering, status updates, executive presentations
- **Quality Assurance:** Creative critique, UX/UI guidance, issue identification & resolution
- **Cross-Functional Leadership:** Collaborating with PPC leads, developers, designers, copywriters

Professional Experience

DeCharge, Bengaluru, KA

Associate Director – Growth & Marketing [Sep 2025 – Present]

Drive brand, performance, and web-focused marketing for a fast-scaling EV charging network, owning GTM planning, digital acquisition, and cross-functional campaign execution.

- Lead all marketing initiatives across brand, product, paid, and partnership communication, ensuring consistency across website, app, and sales assets.
- Own the content and creative pipeline (landing pages, microsites, social campaigns, influencer briefs) ensuring clarity, usability, and conversion alignment.
- Partner with performance specialists to shape acquisition strategy for hosts and drivers; review targeting plans, creative direction, and funnel performance.
- Develop and execute co-marketing programs for ecosystem partners (Exponent Energy, Cubenz, SafeGold), including GTM plans, campaign messaging, and PR.
- Build monthly dashboards to analyse utilisation, session behaviour, and marketing-driven impact; recommend tests and optimisations based on insights.
- Oversee DeCharge's digital presence like brand website, PR notes, founder communication, and thought-leadership content; ensuring narrative consistency and strategic alignment.
- Steer event and experiential marketing for industry expos for lead generation, owning booth messaging, creative direction, and cross-team coordination.

Greaves Cotton, Bengaluru, KA

Deputy General Manager – Marketing

2023 – Present

- Own the brand website and digital-asset rollout, coordinating with external developers to ensure on-schedule delivery and flawless functionality.
- Partner with performance-marketing specialists to align campaign strategies and landing-page experiences with overall brand goals.
- Review and approve all creative assets—ads, banners, email templates—ensuring they meet client briefs and brand guidelines.
- Lead monthly performance-deep-dive presentations for senior stakeholders, proposing A/B tests and next-step optimizations.

Jio Haptik, Mumbai, MH

Customer Marketing Manager

2022 – 2023

- Served as the primary liaison for key enterprise clients (Google, Meta, OpenAI), managing campaign briefs and asset-delivery schedules.
- Collaborated closely with the PPC team to refine targeting and bidding strategies; reviewed ad creatives and landing pages before launch.
- Built Looker Studio reports to surface insights on campaign performance, retention funnels, and test outcomes.
- Identified and resolved tracking issues in GA4, maintaining data integrity for client reporting.

Work Store Ltd, Mumbai, MH

Senior Marketing Manager

2021 – 2022

- Managed LinkedIn and Meta lead-gen campaigns end-to-end: from strategy workshops to creative-and-landing-page reviews.
- Worked with in-house developers to QA landing-page builds, ensuring fast load times and seamless UX.
- Held weekly calls with clients to present performance updates, test suggestions, and next-steps roadmap.
- Documented key learnings and optimized campaign playbooks for future international accounts.

Mirror Mirror Brand Solutions, Pune, MH

Founder & Principal Consultant

2016 – 2017

- Built and led a boutique agency serving clients across B2B SaaS and consumer brands in the US and UK markets.
- Scoped digital deliverables—including website refreshes, landing-page designs, and ad-creative suites—and saw projects through to client sign-off.
- Managed all client communication, project timelines, and final QA, acting as “final filter” before deliverables went live.

Whyness Worldwide, Mumbai, MH
Client Servicing Manager
2015 – 2016

- Owned day-to-day communication for premium accounts (Chandon India, Oberoi Realty), translating briefs into media-plan and website-enhancement requirements.
- Reviewed and approved digital content—site copy, email newsletters, banner ads—ensuring alignment with brand tone and campaign objectives.
- Coordinated with PR and creative teams to address any performance or on-site issues prior to campaign launch.

Education

- **MBA (Marketing)**, Symbiosis International University, Pune, MH
- **BE (Production Engineering)**, University of Pune, Pune, MH

Technical Proficiencies & Tools

GA4 · Looker Studio · Google Ads · Meta Ads Manager · LinkedIn Campaign Manager · Webflow (oversight) · Figma · Notion · CRM platforms