

OMKAR PATIL

MBA MARKETING | DIGITAL MARKETING



[Portfolio Link - Click Here](#)

CONTACT

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B904, Supreme Estado,
Pune

SKILLS

- Digital Marketing
- Social Media Marketing
- Content Creation
- Branding & Digital Strategy
- Graphic Design & Visual Identity
- Photography & Cinematography

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Marathi (Fluent)

CERTIFICATIONS

- Marketing Essentials - Harvard Manage Mentor
- Technology, Business and Leadership - IIT Jodhpur
- Market Research - NLC Khandala

EXTRACURRICULAR

- CXO Meet - Media Team Head
- Rural Immersion - Coordinator



PROFILE

Versatile Marketing Professional with 4+ years of experience across brand management, digital campaigns, offline activations, and business development. Founder of The Scroll Storyy, leading 360° marketing initiatives for brands in F&B, retail, lifestyle, and real estate. Proven expertise in strategic marketing, creative content, on-ground branding, performance-driven campaigns, and client relationship management. Skilled at bridging business goals with marketing execution to deliver measurable impact and sustainable brand growth.



WORK EXPERIENCE

Prasanna Purple Mobility Solutions APRIL 2025 - PRESENT
Marketing Manager

- Led overall marketing strategy** for the brand across digital, offline, and OTA platforms to strengthen Purplebus's visibility and customer trust.
- Spearheaded social media management**, content planning, and creative campaigns that aligned with the brand's positioning and customer engagement goals.
- Directed branding initiatives** including bus exterior designs, office branding, and customer experience touchpoints to create a unified brand identity.
- Optimized OTA (Online Travel Agency) presence** by managing listings, curating high-quality images, and implementing ranking strategies that improved Purplebus's discoverability and bookings.
- Acted as a key liaison** between Purplebus and OTA platform teams, ensuring smooth communication and quick resolution of issues.
- Supervised cross-functional teams** (design, content, and operations) to deliver campaigns and projects on time with measurable impact.

The Scrollstoryy - Marketing Agency 2021 - 2025
Founder

- Built and managed a creative marketing agency, delivering end-to-end marketing solutions for diverse clients,
- Chappers** (Luxury Footwear Brand): Handled social media, content creation, reels for performance marketing, brochure design for retailers, Shopify website management, and customer engagement through Wati.
- Frullato Thickshakes & The Cream Cult (F&B brands)**: Developed social media strategies, performance marketing campaigns, lead generation, brochure and ad design (billboards, newspaper, display ads).
- Raikar Properties (Real Estate)**: Created social media campaigns, lead generation funnels, and branding creatives to increase buyer inquiries.

TOOLS & PLATFORMS

- Adobe Photoshop
- Hubspot
- Canva
- X Mind
- Capcut
- Wix
- Wati
- Prettire
- Runway
- Figma

INTERESTS

- Photography
- Cinematography
- Travelling

- Local Shops & Gyms: Provided customized marketing campaigns, including branding, social media content, and customer engagement strategies.
- Designed visually appealing creatives and optimized digital presence across platforms to build brand recall.
- Delivered measurable business outcomes through performance-driven campaigns and storytelling-based marketing.

Bitsmith Technologies

2023

Business Development Executive Intern

- Enhanced the SEO of the company website by writing targeted blogs, improving the site's search engine rankings.
- Created a snowball effect by developing engaging content on the Bitsmith Campus App, leading to increased user engagement.
- Ran Facebook ad campaigns to boost brand visibility and attract new users.



EDUCATION

Master of Business Administration

2022-2024

Ramcharan School of Leadership | MITWPU

CGPA: 7.14 / 10

Bachelor of Science

2017-2021

NES Science College, Nanded

Percentage: 72.09/ 100