

DIKSHA BOKADE

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PROFESSIONAL SUMMARY

Dynamic and results-driven marketing and communications professional with 6 years of experience. Skilled in strategic planning, audience identification, and message creation to ensure consistent branding and mission alignment. Proven expertise in media relations, editorial oversight, and leading cause-related marketing and events. Strong collaborator with internal teams and external partners, adept at aligning communication efforts with organizational goals. Expert in market trend monitoring and research to support strategic initiatives.

SKILLS

Microsoft Excel, Power BI, Python, SQL, CRM – Zoho, HubSpot, NetSuite, Mailchimp, HubSpot, Google Analytics, Google Ads, Canva, Adobe Express, SPSS, Tableau, Strategic Planning

PROFESSIONAL EXPERIENCE

SquareResults, Tempe, Arizona (Remote)

Digital Marketing Manager | Oct 2024-Present

- Led and optimized digital marketing campaigns, increasing engagement by 25%, conversions by 15%.
- Managed social media presence and SEO/SEM strategies, driving a 30% increase in website traffic and growing followers by 40%.
- Created and executed email marketing campaigns, achieving a 20% increase in open rates and a 15% boost in CTR

Multigonal LLC, Irvine, California

Marketing Consultant | April 2022 - Jan 2024

- Developed and executed a long-term marketing strategy, aligning with goals and ensuring consistent branding.
- Designed and optimized campaigns, boosting CTR by 3%, while managing budgets and collaborating with finance on marketing and PR plans.

Well Suited College and Career Planning, Los Angeles, California

Marketing Intern | Oct 2022 - April 2023

- Revamped marketing automation, targeting customers with relevant content across email and social media, resulting in a 20% increase in Daily Active Users (DAU).
- Led editorial direction, design, and distribution of organization-wide publications, ensuring consistent branding across all materials, and collaborating with internal teams and external partners for effective communication.

ZF Group, India

Business Analyst | Oct 2021-Mar 2022

- Streamlined the process for gathering business requirements, reducing project delivery time by 15% through efficient vendor and supplier negotiations.
- Conducted market research, tracked trends, and coordinated consultants for cause-related marketing campaigns and special events, managing contracts for specific projects.

Greaves Cotton Limited, India

Marketing Coordinator- International Business | July 2017 - Oct 2021

- Implemented and monitored systems and procedures to ensure the smooth operation of marketing, communications, and public relations functions.
- Developed and supervised programs, technical assistance, and resource materials to support chapters in their marketing and communications activities

PROJECTS

Google NMI (Nonprofit Marketing immersion) Project | Alpha Family, Riverside | Aug 2022-Dec 2022

- Monitored and implemented SEO campaigns, achieving 2x CTR and a 34% increase in ROAS, and significantly improved organic search rankings, website traffic, and engagement through keyword research and content optimization.

EDUCATION AND CERTIFICATIONS

California State University, Long Beach - **Master of Science, Marketing Analytics** | Aug 2024

University of Mumbai, India - **Post Graduate Program in Marketing Management** | Jan 2021

University of Aurangabad, India - **Bachelor's in Mechanical Engineering** | Jun 2017