DARSHIT KACHA

HEAD OF DIGITAL MARKETING

Digital Marketing | Digital Transformation | Automation | Business Growth

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PROFESSIONAL PROFILE

Digital marketing and technology leader with 6+ years of experience across marketing, creative, web, and digital transformation. Supported B2B and B2C, product-based and service-based businesses in E-commerce, transport, manufacturing, luxury, FMCG beverages, clothing, and hospitality. Combine hands-on campaign execution with team leadership, commercial strategy and technology to support customer acquisition and business growth.

CORE EXPERTISE

Digital Marketing Strategy • Business Growth • Brand Positioning • Performance Marketing • Google Ads • Meta Ads • LinkedIn Ads • SEO • Generative Engine Optimization (GEO) • Content Marketing • Social Media Strategy • Email Marketing • Lead Generation • Customer Acquisition • Marketing Funnels • Conversion Rate Optimization • Marketing Analytics • KPI Reporting • Customer Journey • CRM Workflows • AI-Powered Tools • Chatbots • Marketing Automation • Digital Transformation • Website & E-commerce Strategy • WordPress • Shopify • WooCommerce • Custom Web Solutions • UX • CRO • Technical SEO • Tracking & Dashboards • Branding • Vehicle Branding • Retail Branding • Signage • Print Production • Team Leadership

PROFESSIONAL EXPERIENCE

Al Rama International Traders

Dubai, United Arab Emirates | Oct 2022 – Present | Full-time

Head of Digital Marketing

Feb 2023 – Present | On-site

Lead the group's digital vision, technology enablement, and digital transformation across 8+ business verticals, including automotive, building materials, industrial products, consumer goods, and B2B trading. Partner with executive leadership and business-unit teams to align digital initiatives with commercial objectives and measurable growth.

- Lead digital marketing across multiple brands and industries within Al Rama Group.
- Develop and execute growth strategies focused on brand positioning, lead generation, customer acquisition, customer retention, and revenue.
- Oversee SEO, GEO, Google Ads, Meta Ads, LinkedIn Ads, content marketing, social media, email marketing, and online reputation initiatives.
- Manage website and e-commerce strategy using WordPress, Shopify, WooCommerce, and custom web technologies.
- Drive AI adoption, marketing automation, CRM workflows, chatbots, and business-process automation.
- Build landing pages, marketing funnels, customer journeys, dashboards, and lead-management systems.
- Oversee UX, CRO, technical SEO, analytics, conversion tracking, hosting, domains, and business email systems.
- Lead digital-transformation initiatives that improve operational efficiency, customer experience, campaign performance, and sales alignment.
- Manage and mentor cross-functional teams of marketers, developers, designers, and project coordinators.
- Support branding, vehicle branding, retail branding, signage, print production, and large-format graphics projects.
- Identify growth opportunities through market research, competitor analysis, customer behaviour, campaign data, and emerging technologies.
- Establish performance frameworks using KPIs, lead-quality data, conversion metrics, sales feedback, and management reporting.

Multimedia Manager

Oct 2022 – Feb 2023 | On-site

- Managed group websites, digital platforms and multimedia requirements, coordinating content and creative work across business divisions

SELECTED CERTIFICATIONS

Google AI Essentials • Stay Ahead of the AI Curve • Discover the Art of Prompting • Maximize Productivity with AI Tools • Learning How to Learn • Becoming Head of Sales

Group Bayport

Ahmedabad, Gujarat, India | Feb 2020 – Sep 2022 | Full-time

Digital Marketing Executive

Aug 2021 – Sep 2022

- Supported digital marketing and e-commerce through social media content, promotional campaigns, product communication and creative assets.

Marketing Graphic Designer

Sep 2020 – Jul 2021

- Produced digital and print artwork, product graphics and production-ready files with a focus on accuracy and brand consistency.

Recreation Specialist

Feb 2020 – Aug 2020

- Recreated low-resolution artwork into accurate, high-resolution, print-ready files while preserving visual details and production specifications.

Amazing Design Studio

Greater Ahmedabad Area, India | May 2019 – Jan 2020 | Internship

Graphic Design Intern

May 2019 – Jan 2020

- Supported branding, social media campaigns, illustration, and graphic-design projects using Adobe Photoshop and Adobe Illustrator.
- Assisted with concept development, artwork preparation, design revisions, and client presentation materials.

TECHNOLOGY, MARKETING & CREATIVE TOOLS

Marketing & Analytics: Google Ads, Meta Ads, LinkedIn Ads, SEO, GEO, content marketing, social media, email marketing, lead-generation funnels, CRO, analytics, conversion tracking, KPI reporting, dashboards, and competitor research

Web & E-commerce: WordPress, Shopify, WooCommerce, custom web solutions, landing pages, hosting, domains, technical SEO, and business email systems

Automation & CRM: Freshdesk, CRM workflow design, AI chatbots, lead routing, marketing automation, email workflows, and business-process automation

Creative & Brand Experience: Adobe Photoshop, Adobe Illustrator, branding, UI/UX planning, content development, vehicle branding, retail branding, signage, print, and large-format production

EDUCATION

Diploma in Information Technology — R.C. Technical Institute, Ahmedabad | Aug 2016 – Apr 2019

Associate's Degree in Web Page, Digital/Multimedia & Information Resources Design — Arena Animation | Jan 2018 – Apr 2019