



DEEPAK JHADE

Marketing Manager

Portfolio link: <https://deepakjhade.tech/>

35 Years / Male / 13 Year Experience IT & Marketing Professional



About

IT Operations and Digital Marketing Manager with 13+ years of experience in technology, web development, and brand building through ATL and BTL activities. Holding an Associate Degree in Information Technology and an MBA in Marketing, I'm recognized as a Digital Marketing Expert with a strong track record in managing in-house, outdoor marketing, events, and sales activities.

Contact

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EDUCATION

B.E. INFORMATION TECHNOLOGY

Technocrats Institute of Technology Excellence Bhopal
2011

M.B.A. MARKETING

Swami Vivekananda Collage of Science & Technology Bhopal
2014

SKILLS

Managing Marketing & Sales
 ATL, BTL, In-house & Outdoor Mkt.
 Management Skill, Team Mgmt.
 Web Development & Digital Mkt.
 WhatsApp, SMS, Voice, E Mail
 CRM & Workforce Management
 Data Analysis & IVR Solution
 SEO, SEM, SMO, SMM, PR Articles

CERTIFICATION

CERTIFIED IT SECURITY EXPERT
Appin Technology Lab 2017

CERTIFIED COMPUTER NETWORKING EXPERT
Appin Technology Lab 2017

WEB DEVELOPMENT CERTIFICATION
NIT Hyderabad 2012

Professional Experience

1. RRHL REALTY LIMITED (RUCHI REALTY LIMITED) as Digital Marketing Manager from last 2.5 Years.

Profile: As the Marketing Manager for a prominent real estate firm, I spearhead outdoor marketing efforts, including hoardings, events, and expos, ensuring effective execution of ATL and BTL activities. I coordinate with agencies to plan and implement comprehensive campaigns that enhance brand visibility and engagement. Through meticulous planning and execution of events and expos, I create impactful brand experiences that resonate with our target audience.

I lead a team to develop and execute strategic marketing initiatives across digital platforms, including major real estate sites like Magic Bricks and 99Acres. I oversee web development, SEO, and content marketing, ensuring high search engine rankings and online visibility. My role includes managing PPC campaigns on Google, Facebook, and OTT ads, optimizing social media strategies, and designing impactful marketing materials. I utilize analytics tools to monitor performance and guide campaign adjustments. With a focus on strategic alignment and team leadership, I drive the firm's growth through innovative marketing approaches and technical integrations.

Additionally, I manage IT Manager for IT related operation (Website, Domain, Hosting, AWS, Systems, Active Directory Services etc.)

2. ASKGALORE DIGITAL PVT. LTD (1 Years)

Position: Digital Marketing Manager - Digital Media Administration.

Profile: Experienced Digital Marketing Manager (Admin & Digital) with a strong background in administrative management, project coordination, and communication. Successfully launched block-chain based NFT projects, e-commerce platforms, financial services, and food restaurant chains, as well as IT service initiatives. Skilled in digital marketing, client onboarding, and product sales through platforms like Amazon and Flipkart, including logistics management on warehouse portals. Expertise in controlling marketing budgets, ensuring legal compliance, and leading teams to foster a positive work environment. Proven ability to motivate staff through performance-based rewards and coordinate successful promotional activities. Also they have some projects for their clients at various location for the various company, which I have successfully delivered to the clients. i.e. DCM LAB & Food proof.

(A) DCM LAB LIMITED (1.5 Years – On-site Project)

Led the digital marketing and in-house teams, including graphic designers, content writers, and application/web developers. Spearheaded a food testing project, developing strategies to enhance user interaction within the app. Organized giveaways, implemented multi-level growth strategies, and facilitated user engagement activities like voting for free tests. The app's core functionality is to test loose, packaged, or branded food for quality through NABL and FSSAI certified labs. Additionally, it offers various checks for shops, hotels, restaurants, supermarkets, cinemas, and schools, helping businesses showcase product quality to their customers.

(B) FOOD Proof (Project by DCM FOOD LABS LTD)

"FOOD Proof is an Android and iOS application designed for quality testing in super store, grocery store, food store, Hotels, Cinema's, allowing users to check the quality standards anywhere from everywhere, including hygiene, floor, and air quality checks, ingredients etc. I handled the complete development and execution of the application's functionality, as well as web development, Overall digital marketing and promotions.

FLY INFOSOFT (5 Years)

Position: Digital Marketing Manager & Administration

Profile: At Fly Infosoftware, an agency specializing in Digital Marketing and IT Services, I managed a range of digital marketing projects, including website development, SEO, SMO, SEM, and social media campaigns across platforms like Facebook, Instagram, LinkedIn, Google, YouTube, and Bing for clients in various sectors. I also oversaw email and WhatsApp marketing initiatives.

In addition, I handled IT projects such as Active Directory Domain Server setup and management, database management, call center operations, IVR management, and IT infrastructure management for clients. Technical support for development team regarding internet connectivity, DSL modems, TCP/IP related issues, OS and LAN related issues. Manage security related configuration and setup it for organization. Also they have some projects at various location for the various company, which I have successfully delivered to the clients. i.e. Fresh Freed, Learning Squad.

(A) Fresh freed (E-Commerce Project inside the City) (3 month)

"Fresh freed is an Android application specializing in the supply of raw non-vegetarian food through its e-commerce platform. I have developed and executed the entire platform, managing everything from order placement to successful delivery."

Features

1. User-Friendly Interface
2. Product Catalog
3. Order Customization
4. Real-Time Inventory Management
5. Secure Payment Options
6. Order Tracking
7. Delivery Scheduling
8. Billing and Invoicing
9. Customer Feedback
10. Loyalty Programs and Discounts
11. Customer Support
12. Order History and Reordering
13. Multi-Language and Currency Support
14. 16. Digital Receipts
15. Integration with Smart Devices
16. Sustainability Features

(B) Learning Squad Pvt. Ltd & their sister concerns (Client Project)

Almost 4 Call center setup, it includes 50-100 systems and each setup have Active directory domain server's, database servers, proxy server's setup.

(C) Raj Homes Pvt. Ltd (Real Estate Client Project) 2 Years.

Led comprehensive digital marketing strategies, including organic and paid social media campaigns. Managed real estate marketing on top property portals such as Magic-Bricks, 99Acres, and Property-Wala by listing multiple projects. Coordinated lead management through a dedicated tele-calling team. Successfully sold out two 15-floor high-rise apartments project before construction commenced.

(D) SVASTIR LLC (PROJECT)

Managed and optimized the social media presence for multiple products and services across various sectors, including medical, technology, computer hardware, and real estate, all under the group's internal sister firms. Led the development and maintenance of website portals and social media channels, while driving paid ad campaigns on Facebook, Instagram, and LinkedIn.

Additionally, handled global product listings on e-commerce platforms like Amazon, Flipkart, Walmart, eBay, and BestBuy. Managed inventory, promoted products through Google Shopping ads, and participated in e-commerce promotional events. Also oversaw warehouse inventory for our products on Amazon, ensuring efficient stock management and timely fulfillment.

Significant Highlights

- **ATL & BTL Marketing:** Managed comprehensive advertising campaigns including print media, celebrity endorsements, outdoor advertising (hoardings, billboards, posters, kiosks), radio ads, expos, events, and digital marketing.
- **Innovative Strategies:** Developed and executed creative marketing plans to enhance brand visibility and promotions.
- **Lead Generation:** Generated qualified leads through platforms like Facebook, Instagram, LinkedIn, Google Ads, and email marketing.
- **Social Media Management:** Optimized and managed business pages and social media platforms (Facebook, Instagram, LinkedIn, Twitter, Pinterest).
- **Local Listings & Bookmarking:** Listed businesses on popular platforms like GMB, India Mart, Just Dial, and conducted social bookmarking on high DA, PA websites.
- **SEO Management:** Directed on-page and off-page SEO optimization, coordinating with external agencies for design, advertising, and video creation.
- **Real Estate Portals:** Managed pages on online real estate service providers, ensuring accurate and effective listings.
- **Trend Analysis:** Identified market trends and optimized marketing spend and performance based on insights.
- **Digital Campaigns:** Planned and executed digital marketing strategies, including SEO/SEM, database marketing, email, social media, and display advertising.
- **Marketing Tools:** Utilized various digital marketing tools for email marketing, WhatsApp marketing, and automated call generation.

I hereby solemnly assure that all statements made above are true and correct to the best of my knowledge and belief.

Date:

Deepak Jade