



Er. DEEPAK JHADE

Sr. Digital Marketing Manager
(HOD DM Department)



<https://deepakjhade.online/>

36 Years / Male / 14+ Years' Experience IT & Marketing Professional

About

Head of IT & Performance Marketing | 14+ Years of Experience in Technology, Digital Strategy & Brand Growth

Passionate and results-driven IT Operations and Digital Marketing professional with 14+ years of experience in technology, marketing, and brand transformation. Skilled in bridging technology and business strategy to deliver measurable growth through innovation, automation, and integrated marketing campaigns.

Contact



(+91) 826-99-666-99



Er.dkjhade@gmail.com



806, Palash Parisar 1, Near
Silicon City, Indore 452012

EDUCATION

M.B.A. MARKETING

Swami Vivekananda Collage of
Science & Technology Bhopal
2014

B.E. INFORMATION TECHNOLOGY

Technocrats Institute of
Technology Excellence Bhopal
2011

SKILLS

Core Skills: Digital Strategy,
Performance Marketing, Brand
Management, Lead Generation
Technical Expertise: SEO, SEM,
CRM, IVR, Web Development, IT
Security, Active Directory
Tools & Platforms: Google Ads,
Meta Business Suite, Analytics
Leadership: Team Management,
Vendor Coordination, Campaign
Optimization, Reporting

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 Summary

RRHL Realty Limited (Ruchi Realty Ltd.) 3.5 Years

Sr. Digital Marketing Manager & Head of Department – IT & Marketing | Indore | 2022 – Present

- Lead both **Digital Marketing and IT Operations** for one of Central India's leading real estate developers.
- Oversee **360° marketing strategies**, including ATL & BTL campaigns, events, and expos, driving strong brand visibility and customer engagement.
- Manage **Performance Marketing** across Google Ads, Meta, OTT, and real estate portals (MagicBricks, 99Acres), generating high-quality leads and measurable ROI.
- Direct **web development, SEO, and content marketing**, ensuring strong online visibility and improved search performance.
- Supervise IT infrastructure — domains, hosting, AWS servers, systems, and **Active Directory** — integrating technology with marketing for automation and analytics.
- Collaborate with telecalling and CRM teams to optimize **lead nurturing, follow-up processes, and conversion tracking**.

AskGalore Digital Pvt. Ltd. – 1 Year

Digital Marketing Manager – Digital Media Administration | Indore | 2021 – 2022

- Led **digital media administration and project coordination** across NFT, e-commerce, financial services, and hospitality sectors.
- Managed product launches for **blockchain-based NFT projects** and IT service platforms, ensuring brand alignment and ROI.
- Administered campaigns and sales on **Amazon, Flipkart, and e-commerce portals**, overseeing warehouse logistics and client delivery.
- Controlled **marketing budgets, compliance, and performance tracking**, ensuring efficient ad spend.
- Fostered a motivated team environment through performance-based rewards and effective communication.

DCM Lab Ltd. (On-site Project) | (1.5 Years – On-site Project)

- Directed digital and creative teams (designers, writers, developers) for a **food testing and safety platform**.
- Devised strategies to enhance app engagement, including **giveaways, loyalty programs, and interactive user activities**.
- Managed mobile app and backend development for NABL and FSSAI-certified food testing processes.
- Strengthened visibility through **social campaigns and influencer engagement**, improving user retention.

Food Proof (Project by DCM Food Labs Ltd.)

- Oversaw complete **mobile app development and marketing strategy** for “Food Proof,” a real-time food quality testing platform for supermarkets, restaurants, and hotels.
- Directed web development, digital promotions, and app optimization for **Android & iOS** platforms, achieving rapid brand adoption.

Fly Infosoft (5 Years)

Digital Marketing & IT Administration Manager | Indore | 2015 – 2020

- Managed a wide range of **digital marketing projects** including SEO, SEM, SMO, and paid ad campaigns across Google, Facebook, Instagram, YouTube, and LinkedIn.
- Oversaw **IT infrastructure** including Active Directory setup, call center systems, database management, and IVR integrations.
- Supported development teams with **LAN, OS, and TCP/IP troubleshooting**, ensuring smooth operational continuity.
- Delivered multiple projects for clients across e-commerce, education, and technology sectors, ensuring timely delivery and measurable growth.

(A) Fresh Freed (E-Commerce Project | 3 Months)

- Developed and launched an Android app for **raw non-vegetarian food delivery** within city limits.
- Managed complete e-commerce lifecycle — from UI/UX design, product catalog, and secure payment gateway to real-time inventory and delivery management.
- Implemented **loyalty programs, multilingual support, and order tracking** to improve user experience and retention.

(B) Learning Squad Pvt. Ltd. (Client Project)

- Established and configured **4+ call centers** (50–100 systems each) including **Active Directory, proxy, and database servers**.

- Designed network architecture and call routing to support large-scale inbound/outbound operations.

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

- Led **end-to-end real estate marketing campaigns** across Google, Facebook, and Instagram, boosting project inquiries and conversions.
- Managed listings on **MagicBricks, 99Acres, and PropertyWala**, enhancing lead generation by 40%+.
- Coordinated a **telecalling and CRM system** to optimize lead management and achieve pre-construction sales for two 15-floor residential towers.

(D) Svastir LLC (Overseas Client Project)

- Managed **multi-sector digital marketing campaigns** (medical, IT hardware, and real estate) for international clients.
- Led website and e-commerce portal development, content management, and social media optimization.
- Executed global product listings on **Amazon, Walmart, eBay, and BestBuy**, improving visibility and sales performance.
- Supervised **inventory and warehouse management** for e-commerce fulfillment and promotional events.

Significant Highlights of Key Skills & Expertise

Digital Marketing & Branding

- SEO, SEM, SMM, PPC, OTT Campaigns
- Google & Meta Ads Management
- ATL & BTL Marketing (Events, Hoardings, Print, Radio, Expos)
- Brand Building, Content Strategy & Lead Generation
- Trend Analysis & Marketing Strategy

- Payment Gateway Integration & Customer Experience Optimization

Team & Project Leadership

- Strategic Planning & Cross-Team Coordination
- Vendor & Agency Management
- Campaign Performance Tracking & ROI Analysis

Technology & IT Management

- Website Development (WordPress, Hosting)
- IT Infrastructure & Active Directory Management
- CRM Setup, Data Analysis & Workflow Automation
- IVR Solutions & Call Center Setup

Creative & Communication Skills

- Copywriting & Visual Presentation
- Event Planning & Execution
- Client Communication & Negotiation

E-commerce & Product Marketing

- Product Listings on Amazon, Flipkart, Walmart, eBay
- Online Store Management & Inventory Coordination,

Technical Proficiency

- Google Analytics, Search Console, Meta Business Suite, Email, WhatsApp & Voice Marketing Automation
- Canva, Photoshop, MS Office, AI Tools
- Email, WhatsApp & Voice Marketing Automation

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

Date:

Deepak Jhade