



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.

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

Contact



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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

Technology & IT Management

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

E-commerce & Product Marketing

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

- Payment Gateway Integration & Customer Experience Optimization

Team & Project Leadership

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

Creative & Communication Skills

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

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