

Jaydeep Mayani

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 JaydeepMayani  www.jaydeepmayani.com

PROFILE

Project Manager and Strategist experienced in business development. I specialize in building efficient teams, fixing complex client processes, and executing strategies that increase user engagement. Known for a practical management style that balances technical needs with high-level business objectives.

PROFESSIONAL EXPERIENCE

Project Manager, EterPride Pvt. Ltd. Oct 2022 – present

Promoted from Business Analyst to Project Manager due to strong leadership performance.

- Pitching to prospective clients and securing new contracts.
- Lead strategic requirement gathering sessions with clients to align project roadmaps with their business goals.
- Redesigned the client reporting process, creating personalised dashboards that improved clarity and led to a reduction in client-side queries.
- Conduct research to improve business strategies for existing/upcoming clients.
- Mentored a team of operations managers, improving team efficiency through the implementation of new workflow systems and regular performance coaching.

Business Development Manager & Business Analyst, Qfonapp LTD. Apr 2020 – Sep 2022

Joined as Business Development Executive; promoted to Business Development Manager & Business Analyst.

- Developed and implemented unique user acquisition strategies, resulting in 200k new users and a 15% increase in daily revenue.
- Designed and deployed an efficient employee workflow system, optimizing productivity and minimizing the need for constant supervision.

Business Development Executive, Varmora Group PVT. LTD. Jun 2019 – Mar 2020

- Relationship Building: Seller and distributor management.
- Market Development: New seller onboarding and network expansion.
- Territory Management: Multi-state coordination experience.
- Supply Chain Coordination: Stock dispatch and inventory management.

Startup, Chamlooks Pvt. Ltd. 2020 – 2021

Founded and launched a private label e-commerce brand.

E-commerce consultant, Freelance Provide holistic consulting on strategy, operations, and growth for e-commerce businesses, leveraging hands-on startup expertise.	2021 – present
Wordpress/Webflow/Shopify Developer, Freelance Developing custom, high-performance websites and digital solutions using WordPress, Webflow, and Shopify.	2020 – present

PUBLICATIONS & AWARDS

Letter of Appreciation from the owner of Qfonapp LTD. for outstanding contributions to improving the app's user-first design and functionality

An Explanation video about App testing, LeafApp Pvt. Ltd. ↗

Created and published an advanced guide on Closed Mobile App testing for LeafApp Pvt. Ltd.

SKILLS

Project/Client Management – Expert	Strategy Planning – Proficient
Meta Ads, PPC, Taboola – Expert	SEO, AIO, GEO – Proficient
Wordpress, Webflow – Expert	Shopify – Proficient
Analytics, Tag Manager, GMB – Expert	Ad Copy & Creative Testing – Expert
Advance Google Sheets – Proficient	Closed App Testing – Expert

INDUSTRIES/CLIENTS WORKED WITH

Ecommerce | Realestate | Immigration | Media/News | SaaS | Web to Print |
 Educational Institutions | Ceramic (Tiles) | Mobile App | Printing Press | IT |
 Fashion (Textile) | Fine Jewelry & Ornaments | Pharma | Job Portals | Job Portals

EDUCATION

Entrepreneurship and Start Up Mastery, IIM Mumbai 2025
 Developed skills in entrepreneurial leadership, strategic planning, financial management, scaling ventures for sustainable growth, and team coordination to drive project success. Gained practical expertise in startup ideation, validating business models, and driving innovation to solve real-world problems.

Digital Marketing Growth, TMN (The Marketing Nerdz) 2021
 Learned Digital Marketing Strategies from India's Top Digital Marketer, **Mr. Karan Dharamsi** (Founder of TMN)

B.E., L.E. Government Engineering College 2015 – 2019

INTERESTS

Relationship Building | Branding | Learning various AI tools and their real life use cases