Jaydeep Mayani

Project Manager, Client Success Manager.
Business Operations & Digital Growth

CONTACT

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CORE SKILLS

Project & Program Management
End to end delivery, requirement gathering, stakeholder and vendor coordination, budgeting, agile delivery, dashboards and reporting, workflow system design

Business Development & Growth
User acquisition strategy, distributor and seller network management, lead generation, client pitching, contract closing, up and cross selling, billing

Digital Marketing & Paid Media
Meta Ads (6 yrs), Google Ads: PPC, Display, Shopping (3 yrs), LinkedIn Ads, Taboola Ads, SEO/GEO/AIO (4 yrs), content strategy, retargeting funnels

E-commerce & Web Development
Shopify, WordPress, Webflow, Amazon Seller Central and Ads, catalog structuring and inventory operations

AI Automation & Programming
Python automation scripting, Make, n8n, Magnific AI, Google Stitch, Whisk, Opal, Pomelo, Spark, Suno AI, AI image and video generation workflows, end to end automation pipeline design.

Team Leadership & Operations
Team mentoring, performance coaching, cross functional execution, supply chain and inventory coordination

Analytics & Tools
Google Analytics, Google Tag Manager, Google My Business, Zoho CRM and Campaigns, AiSensy WhatsApp automation, Canva, advanced Google Sheets

EDUCATION

Entrepreneurship & Startup Mastery, IIM Mumbai, 2025

Strategic Digital Marketing, The Marketing Nerdz (TMN), 2021

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

INDUSTRIES

Real estate, e-commerce, edtech, D2C and nutraceutical, furniture, jewellery, fashion, SaaS, immigration, media and news.

RECOGNITION

Letter of Appreciation from Qfonapp Ltd. for contributions to the app's user-first design and functionality.

PROFESSIONAL SUMMARY

Project Manager and business operations leader with 6+ years managing end to end client delivery, business development, digital marketing, e-commerce operations, and AI-powered automation systems. Proven at leading cross functional teams of operations managers, managing distributor and seller networks, launching and scaling a private label brand as Founder, and building Python and AI driven automation tools that streamline business operations. Combines strong client facing project leadership with hands on technical execution across marketing, web development, and process automation.

PROFESSIONAL EXPERIENCE

Project Manager — Oct 2022 to Present

EterPride Pvt. Ltd. · Promoted from Business Analyst to Project Manager

- Manage end to end delivery for up to 12 concurrent client accounts, spanning digital marketing, content, operations, and reporting workstreams.
- Led client pitching and requirement gathering sessions, aligning project roadmaps with business goals and securing new contracts.
- Redesigned the client reporting process by building personalized dashboards, which improved transparency and reduced client side queries.
- Mentored a team of operations managers, designing new workflow systems and providing regular performance coaching to improve team efficiency.
- Ran lead generation campaigns for luxury real estate clients with a ticket size of Rs. 2cr to 5cr, using Google Ads, Taboola Ads, and WhatsApp automation for retargeting.
- Led an edtech product launch campaign for a Canadian university, brand awareness campaigns for a nutrition supplement startup and a furniture brand entering the USA market, and event promotion campaigns for education and property expos.
- Directed content marketing and SEO strategy that grew organic search rankings for the company website following its overseas launch, and managed Amazon Seller Central and Ads for e-commerce clients across fashion, nutraceutical, jewellery, and art categories.

Business Development Manager & Business Analyst — Apr 2020 to Sep 2022

Qfonapp Ltd. · Joined as Business Development Executive, promoted twice

- Developed and implemented user acquisition strategies, including paid channels, that drove 200,000 new users and a 15 percent increase in daily revenue.
- Designed and deployed an employee workflow system that improved productivity and reduced the need for constant supervision.

Business Development Executive — Jun 2019 to Mar 2020

Varmora Group Pvt. Ltd.

- Managed seller and distributor relationships across multi state territories, including onboarding and network expansion.
- Coordinated stock dispatch and inventory management across the supply chain.

Founder — 2020 to 2021

Chamlooks Pvt. Ltd. (Private Label eCommerce Brand)

- Founded and launched a private label e-commerce brand, overseeing product sourcing, operations, and go-to-market execution, including paid social promotion.

eCommerce Consultant — 2021 to Present

Independent · Freelance

- Provide strategy, operations, and growth consulting for e-commerce businesses, including paid social and content-driven growth, across the fashion, nutraceutical, jewellery, and art industries.

WordPress / Webflow / Shopify Developer — 2020 to Present

Independent · Freelance

- Design and build custom, high performance websites and digital storefronts for clients' marketing campaigns.

AI AUTOMATION & INDEPENDENT PROJECTS

- **AI-Powered eCommerce Image & Video Automation:** Built automation workflows that convert raw product photography into publish ready e-commerce images and video for clothing, jewellery, and lifestyle sellers, improving scalability for high SKU catalogs.
- **Trend Discovery Skill:** Created a skill that scrapes YouTube data and RSS feed data of content posted in the past 48 hours and finds trending topics and content in a given niche, to apply the latest trends, high engaging topics, and hooks to improve and optimize advertising and lower cost per click.
- **Google Flow Batch Video Tool:** Created a tool for Google Flow that generates videos in batch from scripts, creating each video step by step and naming each as required, with customizable steps, to manage large volumes of video generation in Google Flow.
- **Python-Based eCommerce & Shopify Automation:** Built Python automations to generate bulk upload CSV files, structure and process product data, and automatically upload product images to Shopify, streamlining repetitive catalog operations.
- **AI-Powered SEO & Content Automation System:** Designed an automated content pipeline covering topic research, trend filtering, keyword clusters, content generation, and publishing for free and paid client workflows.