

# JEETENDRA KHATRI

Digital Marketer | Brand Strategist | Business Development Specialist

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## PROFESSIONAL SUMMARY

Results-driven professional with **5 years** of experience in **Digital Marketing** and **2 years** in **Business Development**. Skilled in crafting and executing impactful marketing strategies across **PPC, SMM, SMO and Content Creation**. Proven success in managing campaigns for the **Real Estate and Digital Marketing industries**. Adept at brand building, **team leadership**, and **client relationship management**. Proficient in **Graphic Design, Website Developer**, and **Video Editor**, with a strong focus on enhancing online visibility and maximizing ROI for global clients.

## CORE COMPETENCIES

- Marketing Strategist
- Social Media Marketing & Optimization (**SMM, SMO**)
- SEO & Backlink Building (**1 yrs experience**)
- Pay-Per-Click (**PPC**) Advertising
- Website Development (**Wix, GoDaddy**)
- Graphic Design & Video Editing (**Canva, Inshot, AI Tools**)
- Content Creation & Copywriting (**Chatgpt, Deepseek, SurferSEO**)
- Client Relationship Management
- Lead Generation & Business Development (**B2B Marketing**)
- Team Leadership & Training
- Political & Public Figure Social Media Management
- Twitter and LinkedIn Strategy & Crisis Communication

## WORK EXPERIENCE

### ❖ Digital Marketing Manager

Invention Digital Marketing Company (IDMC) | Aug 2022 – Present (Remote)

- Lead the execution of multi-channel marketing strategies to drive **brand growth** and **increase client ROI**.
- Oversee **SEO, PPC, Social Media Marketing / Optimization**, and **content marketing** initiatives.
- Analyze and optimize marketing campaigns to ensure the highest return on ad spend (ROAS).
- Mentor and lead a **team of over 20 professionals**, including **Interns** and **Full-Time**.
- Manage campaign budgets, ensuring effective allocation and performance across various platforms.
- Key achievements:
  - Increased client social media engagement by **60% within 6 months**.
  - Reduced client acquisition costs by **25%** through optimized paid campaigns.
- Developed and executed strategic social media campaigns for public figures, including political personalities.
- Managed **Twitter accounts, LinkedIn Account, Instagram, Facebook, Pinterest and Tiktok** crafting impactful messages, engaging with the audience, and shaping narratives.
- Created content aligned with political trends, public sentiment, and issue-based campaigns.

## ❖ Digital Marketing Executive & Business Developer

Oikoshreem Infratech Pvt. Ltd. | Dec 2020 – June 2022 (Onsite, Lucknow, Uttar Pradesh, India)

- **Client Acquisition:** Identified and pursued new business opportunities by attracting potential clients and investors.
- **Market Research:** Analyzed market trends, competitor activities, and growth opportunities in real estate.
- **Lead Generation:** Developed strategies for generating leads through **Digital Marketing (Ads Campaign)**.
- **Sales Growth:** Drove property sales by negotiating deals, presenting projects, and closing contracts.
- **Partnership Building:** Built and maintained relationships with developers, brokers, and key stakeholders.
- **Strategy Development:** Created business strategies to enhance revenue and expand market presence.

## ❖ Operations (Digital Marketing & Business Developer)

Red carpet eventra · Full-time | May 2017 – Nov 2020 (Mumbai, Goa, Pune, Dubai)

- Enhanced **customer satisfaction** by resolving issues through strong communication and problem-solving skills.
- Applied critical thinking to analyze challenges and optimize service efficiency.
- Coordinated **catering, event planning, and entertainment** for prestigious events like the **FILMFARE Awards, managing timelines, logistics, and budgets.**
- Ensured seamless event execution by fulfilling **contractual obligations, handling client communications, and coordinating with vendors.**
- **Led event promotions and administrative tasks, increasing audience engagement.**
- Designed customized **digital marketing strategies** tailored to **client needs.**
- Built and nurtured strong client relationships to ensure long-term satisfaction.
- Managed high-quality video content for digital platforms, including social media and websites.
- Acquired clients through targeted ad campaigns on platforms like **Ad Manager, LinkedIn, and Twitter (B2B & B2C).**
- **Secured clients through various marketing channels, including platforms like Just Dial, inbound marketing, and international outreach, particularly from Dubai.**
- Worked closely with clients to align video content with their branding and marketing objectives.

## TECHNICAL SKILLS

- **Social Media Management:** Facebook, Instagram, LinkedIn, X (Twitter), Pinterest & Tiktok
- **Website Creation:** Wix, GoDaddy
- **Design & Video Tools:** Canva, Picsart, Inshot and AI tools.
- **Email Marketing:** HubSpot
- **Project Management:** Trello, Microsoft Planner, Google Workspace, Slack

## EDUCATION


### ❖ Bachelor of Commerce (B.com)

Sam Higginbottom University of Agriculture, Technology, and Sciences

2014 – 2017

(Prayagraj, Uttar Pradesh India)

## CERTIFICATION

 Google Digital Marketing & E-commerce (Coursera.org)

## LANGUAGES KNOWN

- English (Professional Proficiency)
- Hindi (Native)

## PORTFOLIO

- [www.xplore.co.in](http://www.xplore.co.in)
- [www.gopaljeefoods.in](http://www.gopaljeefoods.in)
- [www.edilalbaristrutturazioni.it](http://www.edilalbaristrutturazioni.it)
- [www.thepresence360.com](http://www.thepresence360.com)
- [www.waterandshark.com](http://www.waterandshark.com)
- [www.mindbase.education](http://www.mindbase.education)
- [www.limeroad.com](http://www.limeroad.com)
- [www.equotrad.com](http://www.equotrad.com)
- [www.dncc.in](http://www.dncc.in)
- [www.dnccacademy.in](http://www.dnccacademy.in)
- [www.oikoshreemgroup.com](http://www.oikoshreemgroup.com)