

DEEPAK GURJAR

ASSOCIATE PRODUCT MANAGER | MARKETING & BUSINESS STRATEGY | DRIVING CATEGORY

GROWTH, BRAND POSITIONING & ANALYTICS | USER JOURNEY & CONVERSION OPTIMIZATION

JAIPUR (RAJASTHAN) | DEEPAKGURJAR3778@GMAIL.COM | 7689854755

PROFESSIONAL SUMMARY

A visionary **Brand and Marketing Strategist** with 5+ years of experience in shaping customer perception, building emotional brand models, and driving powerful market growth. Expert in crafting **high-conversion strategies** that merge psychology, storytelling, and data intelligence to attract, engage, and retain premium audiences.

Known for transforming ordinary campaigns into **immersive brand experiences** — turning attention into trust and trust into growth. Passionate about travel, culture, and human behaviour, I build brands that don't just sell — they **inspire emotion, loyalty, and belonging**.

Product Management Fellowship program by **Nextleap**.

SKILLS

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|-----------------------------|--|
| • Marketing | Strategic Marketing , Brand Management, Brand Positioning |
| • Product Management | Product Strategy,Product Research,User Journey Mapping,Product Positioning |
| • Research | Marketing Research, NISM (Research Analysis) |
| • Management | Budget Management , Team Leadership |
| • Engagement | Customer engagement,Decoding Audience Behaviour to align market strategy |
| • Analysis | Business Analysis-Process Modelling , Growth and Market Analyse |
| • Brand Positioning | Brand target and Market positioning, Trend Forecasting & Brand Innovation |

EXPERIENCE

SENIOR MARKETING MANAGER

FEB 2026 – Present

(Brand and Product Focused Management)

Bandhani – The Ethnic Store

- Led product-led growth strategy for ethnic fashion category across website and showroom
- Managed cross-functional team of 6+ across marketing, design, and content execution

- Owned end-to-end **customer journey** from discovery to conversion
- Managed ₹1.5 lakh monthly performance marketing budget aligned with product demand
- Conducted **user behavior analysis** to identify drop points in website funnel
- Improved product page experience including CTAs, product information, and layout
- Worked closely with merchandising team to prioritize high-demand products
- Conducted **product research** based on customer demand, trends, and category performance
- Defined **brand positioning** aligned with target audience and pricing strategy
- Identified **business lagging points** across digital and showroom sales funnel
- Implemented **2-month growth roadmap** focusing on conversion and brand perception
- Designed funnel strategy: Awareness → Consideration → Conversion → Retention
- Collaborated with stakeholders to align product availability with campaign demand
- Developed influencer strategy to validate product-market fit
- Used campaign insights to refine product positioning and category focus

Product-Led Contributions

- Identified website conversion drop points and improved user journey
- Conducted demand-based product prioritization for campaigns
- Defined brand positioning for premium ethnic wear category
- Built product launch strategy for new collections
- Analyzed showroom customer behavior and buying patterns
- Identified slow-moving inventory and optimized campaign focus
- Created data-driven marketing roadmap aligned with product goals
- Improved product visibility through structured funnel strategy

ASSISTANT MARKETING MANAGER

NOV 2024 – JAN 2026

(Brand and Strategy)

CHARU MINDWORKS(INDIA) PVT.LTD)| JAIPUR(RAJASTHAN)

- Led **product positioning and brand strategy** for real estate and lifestyle clients, improving engagement by 40%+ through user-focused messaging and campaign optimization
- Defined **target audience, value proposition, and go-to-market strategy** to reposition brands in premium segment
- Repositioned Urban Suits into an aspirational real estate brand using **market research, competitor analysis, and customer insights**

- Managed end-to-end **recruitment software product initiatives** for government bodies including UPSC, Bihar Board, and CBSE
- Gathered **business requirements from stakeholders** and translated them into product workflows and feature specifications
- Worked closely with tech and operations teams to define **application flow, candidate journey, and admin dashboard requirements**
- Oversaw modules including **candidate registration, application management, document verification, and result processing**
- Coordinated cross-functional teams across product, engineering, and operations for timely product delivery
- Defined **product roadmap, milestones, and delivery timelines** for large-scale recruitment platforms
- Ensured product compliance with **government process requirements and operational constraints**
- Conducted **process optimization** to improve recruitment workflow efficiency and reduce manual dependency
- Tracked product progress using milestone-based execution and stakeholder review cycles
- Supported leadership with **data-driven insights, requirement prioritization, and feature planning**
- Managed vendor coordination and execution for multi-phase product deployment

Key Impact :

Transformed **Urban Suits** and **CKM Fashion** into **emotionally engaging, performance-driven fashion brands and Real-Estate Brand**, increasing overall customer retention, brand recall, and digital reach.

MARKETING EXECUTIVE (Brand and Strategist)

JULY 2021 – NOV 2024

PACIFIC MEDICAL COLLEGE AND HOSPITAL | UDAIPUR (RAJASTHAN)

Led hospital marketing and outreach operations focused on **brand visibility, patient acquisition, and trust-driven communication**. Played a key role in positioning Pacific Hospital as a reliable and emotionally resonant healthcare brand in a competitive market.

- Built **emotional storytelling frameworks** around patient care and medical expertise, strengthening brand credibility and local trust. Developed and executed marketing strategies that increased patient acquisition by **12%**.
- Led a team of 3 to create multi-channel campaigns, enhancing community engagement.
- Organized **health awareness drives, outdoor promotions, and medical outreach events** to enhance engagement and community goodwill.

- Implemented patient experience programs that improved satisfaction scores by **70%**.
- Crafted press releases in **DAINIK BHASKAR, RAJASTHAN PATRIKA, NEWS 24** and promotional materials, boosting brand visibility.
- Developed website content that led to a 60% increase in patient inquiries
- Organized an **SPANDAN (2023)** event to create a positive aspect of hospital growth.
- Developed a creative approach using YouTube for positive marketing, increasing hospital outreach to the public.
- Managed **cross-department coordination** between marketing, operations, and service delivery teams to ensure seamless lead conversion and patient experience.
- Conducted **competitor and demographic analysis** to identify new growth zones and improve marketing ROI through targeted campaigns.

MARKETING COORDINATOR

PACIFIC MEDICAL COLLEGE AND HOSPITAL | UDAIPUR (RAJASTHAN)

- Assisted in planning and executing community outreach programs, enhancing hospital visibility and fostering relationships with local organizations.
- Created promotional materials, such as brochures and newsletters, to enhance communication of key hospital initiatives and health services.
- Analyzed campaign performance using analytics tools, making data-driven adjustments to improve effectiveness and reach for events such as cardiac summits, walkathons, flash mobs, and outreach OPDs.
- Supported the digital marketing team in SEO strategies, leading to a **15%** increase in organic traffic to the hospital's website.

EDUCATION

JIET | B.TECH

JODHPUR (RAJASTHAN)

ELECTRONICS AND COMMUNICATION

NEXTLEAP

PRODUCT MANAGEMENT FELLOWSHIP

ACADEMIC ACHIEVEMENTS

- **Organized a TEDX event at JIET**
Opportunity to enhance leadership and managerial skills.
- **Certification in Digital Unlocked Google**
- **Certification in Web Development**
Made a project of retail website.

PROFESSIONAL DEVELOPMENT

(PURSUING)

- BUSINESS ANALYSIS- PROCESS MODELLING
- NISM (research analysis) ● Performance Marketing ● Marketing tools.