



MAHESH KHADE

REAL ESTATE MARKETING

PROFESSIONAL SUMMARY

Marketing professional with specialization in real estate and over 12 years of experience. Recognised for developing high growth integrated marketing campaigns with a clear focus on ROI and lead generation.

CONTACT

] +91 7738015926

✉ symahesh@gmail.com

ADDRESS

001, G10, New Brahmand Annex,
Phase 8, Thane West - 400607

EDUCATION

Diploma in Printing Technology.
June 2001 | PUNE
S.S.C. Maharashtra Board. June
1998 | MUMBAI

ACTIVITIES & INTERESTS

Nature photography, travelling
Sahaja Yoga Meditation

WORK EXPERIENCE

OMKAR REALTORS | AGM – MARKETING | Sept 2020 – to date

- Managing and leading the strategic marketing function of the company's brand and its subsidiaries
- Developing and implementing a marketing plan for the sustenance of regular inventory sales
- Developing and implementing a 360-degree marketing plan for new inventory launch
- Drawing up annual marketing plans and execution and management of the same
- Developing way-forward strategy on Online Reputation Management
- Reducing negative links pertaining to brand omkar on all digital platforms
- Creating low budget Channel Partners events on-site
- Managing all digital assets - website and social media
- Regular website audits, content review and updates to ensure accurate and relevant content for the consumer
- Work with a digital agency to implement social media strategy for Facebook and Instagram
- Handling & interacting with the advertising agency, media agency & digital agency for effective planning and timely execution of brand and project-specific campaigns
- Timely and frequent marketing and sales reviews
- Managing the entire Onsite Branding activity be it flex or signages
- Coordinating with PMs and architects about key details about current projects and updating the design checklist
- Negotiating costs & contracts with vendors and other agencies

HIGHLIGHTS

- Launched a mixed-use development in Umbergaon, Gujarat with a breakthrough marketing campaign and project placement which was unique in that segment

MJ SHAH GROUP | DGM – MARKETING | Feb 2018 – Sept 2020

- Involved in setting up the marketing department and the SOP for marketing, customer experience and pre-sales
- Handled three projects in the ultra-luxury, mid and entry-level segments
- Drawing up annual marketing plans and execution and management of the same
- Developing strategic marketing campaigns for launches, tactical pricing campaigns
- Creation and development of corporate and project websites
- Communicate obstacles and potential issues as well as recommended solutions to HOD
- Thoroughly understand the consumer through analysis of buyers and market data on a routine basis to help drive marketing decisions
- Creation and development of corporate and project websites
- Managing all digital assets - website and social media
- Regular website audits, content review and updates to ensure accurate and relevant content for the consumer
- Work with a digital agency to implement social media strategy for Facebook and Instagram
- Setting up of ERP platform
- Handling & interacting with advertising agency, media agency & digital agency for effective planning and timely execution of brand and project-specific campaigns
- Timely and frequent marketing and sales reviews
- Managing the entire Onsite Branding activity be it flex or signages
- Coordinating with PMs and architects about key details about current projects and updating the design checklist
- Negotiating costs & contracts with vendors and other agencies

HIGHLIGHTS

- Best Print Campaign of the year at 11th Realty+ Conclave & Excellence Awards 2019
- Best stall in “Excellence in Design” at MCHI CREDAI 2019

OMKAR REALTORS | SR. MANAGER-MARKETING | Feb 2010 – Feb 2018

- Marketing Communication
- All advertising and brand campaigns
- Media planning, media buying and management of media agency
- Planning and executing the effective launch of residential & commercial projects.
- Handling & Interacting with the Advertising agency, Media agency for effective planning and timely execution of brand and project-specific campaigns.
- Managing the entire Onsite Branding Activity (layout, design and execution)
- Managing the entire cycle of Print & Production (all marketing collaterals)
- Managing the entire cycle of exhibitions from creative inputs till execution
- Coordinating with PMs and architects about key details about current projects
- Negotiating costs & contracts with vendors and other agencies.
- Liasoning with internal departments such as Architects & Sales
- Ensuring that the marketing team is working with the latest information and design
- Creating and managing annual marketing budgets of 50CR+

HIGHLIGHTS

- Planned, designed & executed launch campaign for Omkar Altamonte “Now stay closer to your roots” Subtly infusing religious beliefs & sentiments with the use of minimal copy.
- 7th Realty Plus Conclave & Excellence Awards 2015 for Radio campaign of the year for Omkar Alta Monte 4 & 5 BHK Radio Jingle
- Received Golden Mikes Radio Advertising Awards 2015 along with marketing team for Omkar Alta Monte’s 4 & 5 BHK Radio Jingle
- Best OOH campaign of the year for omkar 1973 Worli at 7th Realty Plus Conclave & Excellence Award 2015
- Bagged numerous awards at MCHI CREDAI property exhibition 2012, 2013, 2014, 2017

MIRCHANDANI GROUP | MARKETING EXECUTIVE | Jan 2008 – Nov 2009

- Managing the entire Onsite Branding Activity (layout, design and execution)
- Managing the entire cycle of Print & Production (All marketing collaterals)
- Managing the entire cycle of exhibitions from creative inputs till execution
- Coordinating with PMs and architects about key details about current projects
- Negotiating costs & contracts with vendors and other agencies.
- Ensuring that the marketing team is working with the latest information and design
- Developed brochures, leaflets, print ads, site panels, logos, etc. for the various properties.
- Developed the company’s website and regular content updates.
- Corporate gifts

HIGHLIGHTS

- Conceived the design language for the corporate brand: Company logo; communication templates, PowerPoint design templates, signages etc.