MAYANK PRAJAPAT

MARKETING EXECUTIVE | REAL ESTATE & CAMPAIGN MARKETING | DIGITAL MARKETING

CONTACT

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CORE SKILLS

- Campaign Planning & Execution
- OOH & Outdoor Media
- BTL Activations & Events
- Site & Lift Branding
- Agency & Vendor Coordination
- Channel-Partner Support
- Customer Engagement / CRM
- Market & Competitor Research
- Marketing Reports (Excel)
- Corporate Communication & PR

TOOLS

- MS Office (Excel, PowerPoint, Word, Outlook)
- Canva
- ChatGPT · Claude & other AI tools
- Meta Ads Manager · Google Ads · GA4
- WordPress / Elementor
- Google Drive

DIGITAL MARKETING TRAINING

Jul 2026 – Mar 2027 · 8-month course · in progress

- Meta Ads (Facebook & Instagram)
- Google Ads
- SEO & Local SEO
- Social Media Marketing
- Performance Marketing & Lead Generation
- Website & Landing Page Building
- Campaign Analytics

Applied in five strategy case studies on my portfolio

EDUCATION

Bachelor of Mass Media (BMM)
Thakur College of Science & Commerce, Mumbai
Marketing, Advertising & Media

ADDITIONAL INFO

10-Day Vipassana Meditation Course
The Landmark Forum (Landmark Worldwide)

PROFESSIONAL PROFILE

Real estate marketer with hands-on experience at Ekâ Life and Kolte-Patil Developers, taking campaigns from agency brief to the street: outdoor and BTL media, site and lift branding, channel-partner support, customer events and corporate communication. Now completing a professional digital marketing course and applying Meta Ads, Google Ads, SEO and content in full strategy case studies.

PROFESSIONAL EXPERIENCE

Marketing Executive

Ekâ Life Ltd., Mumbai
November 2025 – May 2026

- Executed outdoor, BTL and on-site campaigns for Domain, a residential project on the Ghatkopar–Mankhurd Link Road, Govandi: ‘Altitude 360’, ‘Pay 20, Have Plenty’ and ‘Domain Ka Champion’.
- Rolled out the ‘Pay 20, Have Plenty’ media mix across bus shelters, station boards, pole kiosks, site hoardings and lift and staircase branding.
- Briefed agency partners Brandniti and Eduavenir Solutions and followed creatives through to print and installation.
- Planned look-walker routes across Govandi and Kurla East, audited daily photo check-ins and reported coverage gaps to the vendor.
- Helped evaluate outdoor media proposals for billboards, gantries and station boards.
- Coordinated channel-partner materials, customer testimonial shoots, promotional events and flat-possession ceremonies.
- Maintained customer and sales data in Excel and prepared reports for campaign planning.
- Worked with the legal team to draft Ekâ Life’s official announcement of its ₹4,200 Cr GDV joint development with Prestige Group in Gurugram.

Marketing & Branding Intern

Kolte-Patil Developers Ltd., Mumbai
April 2025 – June 2025

- Conducted weekly site visits at Alora (Santacruz), K52 (Khar) and La Vita (Vashi, Navi Mumbai), preparing inspection reports and snag lists.
- Ran email marketing communication for the projects.
- Assisted prospective buyers during site visits and supported customer-facing interactions.
- Coordinated logistics for marketing activities and flat-possession events; took part in channel-partner meets.
- Prepared customer and sales reports in Excel for internal reporting.