

Jayesh Jaldish Gaad

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Marketing Manager

Growth Marketing | AI Automation | Data Analytics

Strategic growth marketing professional driving performance-focused campaigns across SEM, paid social, and programmatic channels. Skilled at leveraging insights, marketing automation tools, and cross-functional collaboration to craft high-impact campaigns. Passionate about pushing boundaries and delivering measurable results in fast-paced environments.

WORK EXPERIENCE

LoKnow Inc – *Calgary, Alberta*

March 2022 - Present

Campaign Strategy Supervisor

Responsible for managing strategy and execution on 10+ key agency clients

- Developed and executed comprehensive brand plans—positioning, architecture, and growth roadmaps—driving 15% YoY revenue growth.
- Directed 10+ major marketing campaigns per year, leveraging paid channels with budgets totalling \$5M+.
- Building data-driven dashboards in Looker Studio to provide real-time visibility into campaign performance, aligning with KPIs, reducing reporting time by 28%.
- Analyze marketing campaign performance and provide actionable insights to improve ROI.

Bajaj Allianz Life Insurance – *Pune, India*

March 2019 – September 2021

Deputy Manager – Digital Marketing [Social Media & Internal Communication]

Social Media Management & Internal Content

- Designed and implemented a strategic content calendar for social media channels, achieving an 84% organic growth in followers across platforms and a 59% increase in overall engagement.
- Partnered with cross-functional teams to conceptualize, develop, and execute email marketing campaigns for internal communications, resulting in a significant improvement in open rates from 3% to 17%.

- Produced and presented detailed weekly reports tracking progress against Key Performance Indicators (KPIs), providing actionable insights to stakeholders and ensuring alignment with campaign objectives.
- Spearheaded a lead generation campaign leveraging insights from NPS touchpoints, driving actionable improvements in customer acquisition.

SJ Digi Marketing Solutions – Pune, India

June 2017 – March 2019

Digital Marketing Manager

Customer Acquisition using various digital marketing techniques

- Built and optimized Google Ad campaigns achieving a Return on Ad Spend (ROAS) of 896%, while bridging the gap between Marketing Qualified Leads (MQLs) and Sales Qualified Leads (SQLs).
- Achieved rank #1 on Google Search for competitive keywords through innovative SEO strategies. Produced engaging, high-quality content for international clients in industries such as Healthcare, Petcare, BFSI, and Technology.
- Conducted outreach and marketing efforts to attract prospective leads and convert them into long-term clients.
- Managed and optimized Paid Search Engine Marketing (SEM) campaigns on platforms like Google Ads, focusing on ROI-driven results. Conducted A/B testing and performance analysis to refine ad copy and targeting, achieving client-specific KPIs.

EDUCATION

Balaji Institute Of International Business – Pune, India

PGDM – Marketing, 2011

MMCC – Pune, India

Bachelors Of Foreign Trade – International Marketing, 2008

PROFESSIONAL SKILLS

- Brand Management & Strategy
- Integrated Marketing Campaigns
- Marketing Analytics & ROI Optimization
- Team Mentorship & Development
- Marketing Technology & AI Automation

CERTIFICATIONS

Foundations Of Project Management – Google

Online Marketing Foundations – LinkedIn

Inbound Marketing & Content Marketing – HubSpot