

SELECTED WORK | 2026

DANESH DESHMUKH

Digital Marketing & Organic Social Media Portfolio

Content strategy, calendars, copy, publishing and lead-generation support across automotive, hospitality and real estate.

Auckland, New Zealand | +64 22 418 8214 | daneshdeshmukh89@gmail.com

[linkedin.com/in/danesh-deshmukh-0703b95b](https://www.linkedin.com/in/danesh-deshmukh-0703b95b) | Full New Zealand working rights

Organic social media built around brand consistency.

Hands-on content and social media experience across premium automotive, hospitality and property brands.

- Monthly content calendars and campaign planning
- Copywriting, briefs and creative-team coordination
- Publishing across Instagram, Facebook, LinkedIn and Google Business Profile
- Community-ready topical, product, event and service content
- Meta lead-generation campaigns for property accounts

POSITIONING

Primary expertise

Organic social media, content planning and brand communication.

Supporting experience

Meta lead-generation campaign execution for real-estate accounts.

Google Ads

Basic familiarity; not presented as a specialist capability.

Four brands. Three sectors. Clear ownership.

Dates and status are explicitly separated to avoid implying current management of former accounts.

2021-PRESENT

MERCEDES-BENZ LANDMARK CARS GUJARAT

Current | Automotive

Calendar, content coordination, copy and publishing across social platforms, LinkedIn and Google Business Profile.

2016-2021

HOTEL OCEAN INN

Previous | Hospitality

Organic social media, promotional content, guest proof, food, destination and topical communication.

2020-2021

LAASYA LIFESPACES

Previous | Real estate

Page creation, organic content and Meta lead-generation campaigns.

2021-2023

NOBLE GROUP

Previous | Real estate

Page creation, property communication and Meta lead-generation campaigns.

From monthly brief to daily publishing

01

PLAN

Campaign priorities, dates and content pillars

02

WRITE

Copy routes, captions and creative briefs

03

COORDINATE

Assets, approvals and brand alignment

04

PUBLISH

Platform adaptation and scheduling

05

REVIEW

Basic performance checks and next-cycle learning

Mercedes-Benz Landmark Cars Gujarat | 2021-present

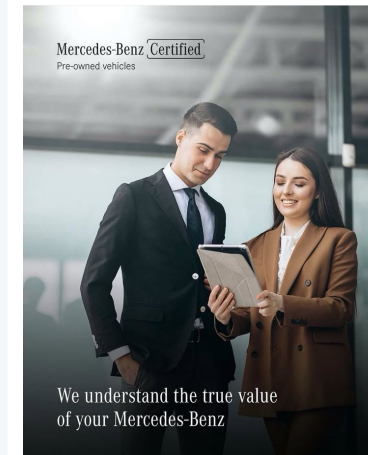
Ongoing organic social media and content management for an authorised Mercedes-Benz franchise in Gujarat.

RESPONSIBILITIES

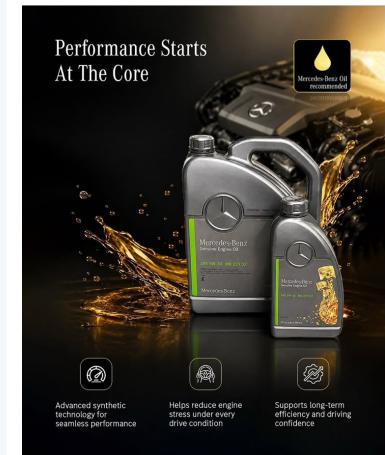
- Monthly content calendar
- Campaign and topical planning
- Caption and copy development
- Creative coordination and approvals
- Publishing across social platforms
- LinkedIn and Google Business Profile



SEASONAL



CERTIFIED PRE-OWNED



AFTER-SALES

Mercedes-Benz Landmark Cars | June 2026

A live monthly plan balancing after-sales, models, pre-owned vehicles, collections, national campaigns and topical moments.

SUN	MON	TUE	WED	THU	FRI	SAT
	1 After Sales	2 MB India repost	3 One Box	4 After Sales	5 Environment Day	6 CLA
7 After Sales	8 GLE	9 One Box	10 Collections	11 After Sales video	12 MB India repost	13 POC
14 After Sales	15 One Box	16 MB India repost	17 After Sales	18 CLA	19 POC	20 Collections
21 Topical days	22 After Sales	23 One Box	24 POC	25 Collections	26 GLE	27 After Sales video
28 One Box	29 Collections video	30 POC				

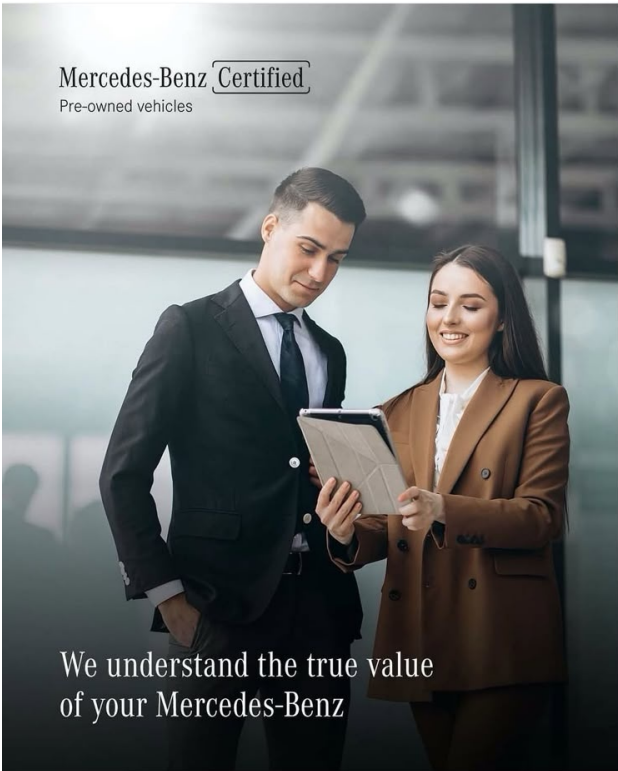
Source: shared Landmark Cars June 2026 content plan. Calendar reformatted for portfolio presentation.

Premium brand voice across the ownership journey

Selected examples spanning seasonal relevance, certified pre-owned and after-sales product communication.



SEASONAL RELEVANCE



CERTIFIED PRE-OWNED



AFTER-SALES PRODUCT

One message, adapted to the channel

INSTAGRAM

Visual-first posts, reels, captions and topical moments.

FACEBOOK

Campaign continuity, local relevance and enquiries.

LINKEDIN

Dealership, event and corporate-facing communication.

GOOGLE BUSINESS PROFILE

Local updates, offers and dealership visibility.

Hotel Ocean Inn | 2016-2021

Organic social media for hospitality, dining, destination appeal and guest experience.

CONTENT PILLARS

Property and luxury Food and dining Guest testimonials Daman destination content Festivals and topical posts Interactive engagement formats

ACCOUNT STATUS | PREVIOUS



FOOD



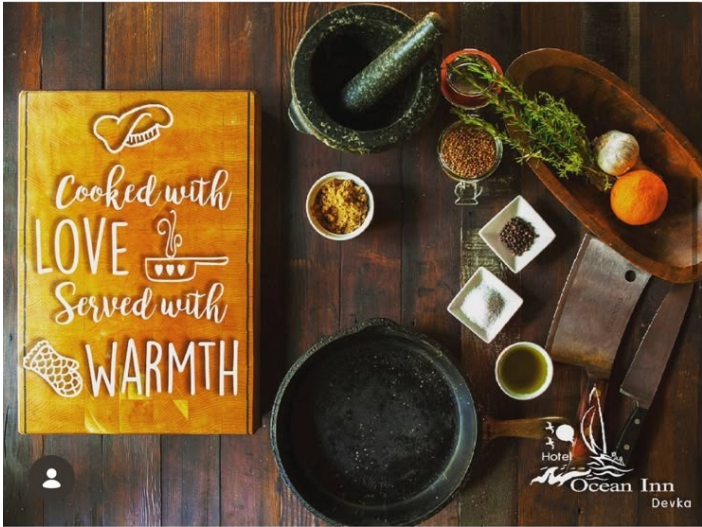
PROPERTY



ENGAGEMENT

From guest proof to everyday engagement

The account combined direct promotional messaging with brand warmth, property storytelling and interactive formats.



DINING AND WARMTH



PROPERTY POSITIONING



INTERACTIVE CONTENT

Laasya Lifespaces | 2020-2021

Page creation, organic content and Meta lead-generation campaign support for a premium gated-community proposition.

ROLE

Created the social page and developed property-led communication around nature, lifestyle, community and topical moments.

PAID SOCIAL

Ran Meta lead-generation campaigns. No unverified CPL, lead volume or conversion claims are included.

ACCOUNT STATUS | PREVIOUS



Noble Group | 2021-2023

Page creation, project communication and Meta lead-generation activity across residential and commercial property offers.



BOOK NOW

+91 99139 10652

Daman's Premium Residential Project



NOBLE RESIDENCY

ambitious living

Shops | Flats (1&2BHK) | Studio Flat



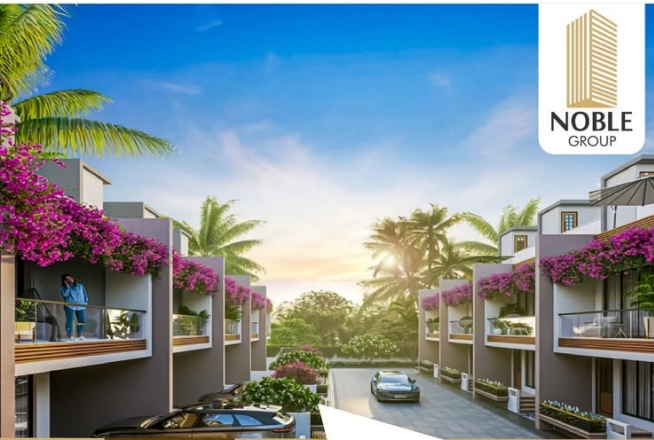
Sr. No. 244/1, Coastal Highway, Dunetha, Daman

RESIDENTIAL PROJECT



BOOK NOW

+91 99139 10652



NOBLE OCEANO

Developing the Dreams..

Amenities

 Club House

 Walking Track

 Sitting Area

 Common Garden

 Childrens Play Area

 24x7 Security

Sr. No 180, Boriya Talav, Magarwada, Moti Daman | +91 99139 10652

LIFESTYLE AND AMENITIES



BOOK NOW

+91 99139 10652

The perfect INVESTMENT OPPORTUNITY

Invest in Shops | Offices | Studio Apartments at prominent location in Daman



NOBLE RESIDENCY

ambitious living

Amenities & Features

- Great investment opportunity

- Shops with water inlet/outlet

- Ample of parking

- Full Furnished Studio Flats

- 5ft wide staircase and 4 lifts

- Washrooms for shops

- 37.5 meter road margin

- Fire safety approval



NOBLE RESIDENCY

ambitious living

Address: Sr. No. 244/1, Coastal Highway, Dunetha, Daman

NOBLE GROUP

INVESTMENT OPPORTUNITY

Content themes: project launches, amenities, investment opportunity, residential lifestyle and enquiry-led calls to action.

ACCOUNT STATUS | PREVIOUS PAID SOCIAL | META LEAD-GENERATION CAMPAIGNS

DANESH DESHMUKH | DIGITAL MARKETING PORTFOLIO

12 / 15

What I do - and what I do not overclaim

CORE STRENGTHS

Organic social strategy Content calendars Copy and captions Creative coordination Multi-platform publishing Brand consistency Meta lead-generation execution

DEVELOPING AREAS

Google Ads: basic familiarity Advanced paid-search optimisation: developing Performance attribution and ROAS modelling: not claimed Portfolio metrics are omitted where historic platform reports are unavailable.

Brand communication trusted by clients and collaborators

Selected extracts from public LinkedIn recommendations by people who worked with Danesh.

“Danesh is one of the most dependable project managers I have worked with. He has the requisite skills, understands branding and appreciates attention to detail.”

Harish Keswani

Client | Fractional CMO | LinkedIn, May 2026

“Danesh combines clear messaging, creative design and strong execution. He consistently delivers crisp, high-quality work, meets deadlines and often goes above and beyond.”

Geo Sebastian

Worked closely with Danesh | LinkedIn, May 2026

LET'S CONNECT

DANESH DESHMUKH

Digital Marketing | Organic Social Media | Content Strategy

Auckland, New Zealand

+64 22 418 8214 | daneshdeshmukh89@gmail.com

[linkedin.com/in/danesh-deshmukh-0703b95b](https://www.linkedin.com/in/danesh-deshmukh-0703b95b)

Available for permanent, fixed-term and contract opportunities | Full New Zealand working rights