

Professional Summary

Results-driven Digital Media Executive with 15+ years of experience in driving innovative marketing strategies, leading high-performing teams, and fostering strong industry partnerships. Proven track record of success in digital media planning, SEM, SEO, and mobile content development.

Professional Experience

Executive Vice President, Digital Media

Inazuma.co | January 2020 - Present

Senior Vice President, Digital Media

NovaTech Inc. | June 2015 - December 2019

Key Achievements:

- Increased digital media revenue by 35% YoY through strategic partnerships and campaign optimization
- Developed and implemented a mobile-first approach, resulting in a 25% increase in mobile engagement

Responsibilities:

- Managed a team of 15 digital media professionals
- Developed and executed digital media strategies for key clients

Vice President, Digital Media

Pulse Advertising | March 2010 - May 2015

Key Achievements:

- Successfully launched a new digital media division, resulting in \$1M in revenue within the first year
- Improved client satisfaction ratings by 30% through enhanced campaign reporting and analysis

Responsibilities:

- Led a team of 10 digital media professionals
- Developed and executed digital media strategies for mid-sized clients

Digital Media Manager

Fusion Media | January 2008 - February 2010

Key Achievements:

- Increased website traffic by 50% through targeted SEO efforts
- Developed and implemented a social media strategy, resulting in a 200% increase in followers

Responsibilities:

- Managed a team of 5 digital media professionals
- Assisted in developing digital media strategies for small clients

Education

Master's in Marketing

Mumbai University | 2007

Technical Skills

Digital Media:

- Digital Media Planning
- Strategy Development
- Mobile Content Creation

Search Engine Optimization (SEO) & Marketing (SEM):

- Keyword Research
- On-Page Optimization
- Paid Advertising (Google Ads, Facebook Ads)

Mobile Applications:

- Mobile App Development (iOS, Android)
- App Store Optimization (ASO)

Sales & Business Development:

- Client Relationship Management
- Sales Strategy Development
- Business Growth Planning