

## 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