

# PAVAN ALLURI

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## Professional Summary

High-performing, strategic-thinking professional with 8 years of traditional & Digital marketing experience with multinational brands and highly skilled at relationship building with clients, across organizations and teams.

## Skills

- Marketing collateral
- Brand awareness campaigns
- Market Research and Analysis
- Budgeting and allocation
- All ATL & BTL communications
- Market positioning & Events
- Google analytics
- E- Shop via online platform
- Email Direct marketing
- SEO, SEM, Adwords strategies
- Social media marketing

## Work History

### Marketing Manager

August 16-to date.

#### GeoWash- Melbourne

Working for the Franchisor, handling overall marketing & operations of franchise business.

Key Responsibilities include:

- Looking after all digital and traditional marketing communication for franchises.
- Implemented touch tab loyalty programs and branding techniques, working on the digital marketing plan and coordinating with agencies for Geowash Franchisee outlets in Australia.
- Coordinating and planning the operations of a franchise business and develop the brand awareness.
- Developing reports on ROI ratio, operations with P & L management and Point of sale equipment & materials.

### Senior Marketing Manager for Middle East & North Africa Hisense – Dubai, U.A.E

08/2013 to 06/2016

- Successfully handled a centralized marketing division of 16 team members at Hisense for Middle east & North Africa.
- Planning and implementation of a complete Digital marketing plan which includes page optimization, website management, AdWords, direct marketing and paid advertisements with in the planned budget.
- Developed and executed various social media, SEO and SEM initiatives to increase traffic and increase leads with marketing plan and associated market communications for branches in over 15 countries.
- Transformed a relatively non-existent social media profile into an online presence across Twitter, Facebook, Google+, and Instagram for MENA region.
- Lease with distributors, retailers and internal managers to negotiate the contribution and participation fee. Finalizing the retail rental fee and supporting the distributors at all levels of marketing to achieve targets.

- Managed 64 vendors by coordinating & negotiating quotes for production of materials & collaterals, and all branding activities.
- Single handedly designed and started EDM campaign for Hisense Middle East using MailChimp and Mailjet with 15% conversion rate.
- Developed editorial calendar to improve rollout of more frequent and higher quality content to website and social media platforms.
- Served as Project Head for website re-design, working with a third-party firm and a budget of \$25,000 to overhaul site structure, layout, and content; new website incorporated significantly improved functionality and led to increased traffic and online sales.
- Developed budgets and plans of US\$6 Million which included control on spending costs for all ATL & BTL activities, digital marketing, dealership & customer events to balance the ROI and increase the brand awareness.
- Led and managed a large team including coders, user interface designers, graphic designers, copy writers (Arabic), and PPC experts.
- Developed marketing strategies and marketing support to push sales and market share of the product. Participate at tradeshow and events related to the industry with a complete plan from space booking to event closing.

### **Key Achievements**

- Planned and participated at several events with IIFA Germany, Gitex Dubai, Canton China, and WMG.
- Was awarded the performer of the year for marketing strategies 2015 in regards to the implementation of key activities for Hisense in MENA region.

### **Manager for Marketing Solutions Sony – Dubai, U.A.E**

**12/2010 to 07/2013**

- Handled diverse responsibilities ranging from coordinating in setting the budget and tracking projects in progress as well as identifying any corrective actions if necessary. These include category review, pricing strategies, in- store display development, online marketing and product penetration.
- Managed a team of 8 and other Digital Marketing Specialists to implement digital campaigns using best practices.
- Developed loyalty programs and CRM functions for premium luxury buyer customers.
- Responsible for organizing events which had the cream of customers from Middle East.
- Allocating budgets and planning the representation of brand status at showroom levels and shows.
- Generated reports on social media and digital campaigns to demonstrate ROI and provide insights for strategies to utilize in the future.
- Build awareness of new products that have been launched through various ATL, BTL activities, through partner programs that are jointly created and launched with distributors.
- Grow relationships with partners and own the full life cycle of partner marketing projects from idea to execution. Develop and implement effective marketing programs that will help both our partners and CE business goals.
- Wrote proposals with relevant social media and online marketing strategies for new business prospects.

### **Team Leader Dell – Dubai, U.A.E**

**08/2007 to 06/2009**

- Identified and acquired strategic business opportunities in IT Industry.
- Identified regions, and venues to solicit and promote product by initiating merchandisers and display space at key outlets and showrooms.

- Acted as key contact point for all International communication activities including trade shows, advertising and conferences. Developed visual merchandising team to monitor and improve the brand visibility in U.A.E market.

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## Education

<b>MBA:</b> Marketing and International Business <b>University Canada West</b> - Vancouver, BC, Canada	2011
<b>Bachelor of Science:</b> Computer Science Engineering <b>Bits Pilani</b> - Dubai, U.A.E	2008

## Certification

**Google Certification on Analytics and Adwords**

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## Other details

**Driver's License:** Full Victorian manual license

**Status:** Australian Permanent resident