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CHIEF MARKETING OFFICER

~ 7+ years Experience in Marketing and IT Consultancy Services, Marketing MBA from JCU Australia ~

Objective

Achievement driven, innovative & analytical business professional interested in optimizing business, developing strategies & expanding marketing horizons for innovative corporate agencies, brands & multinationals.

Professional Interests

- | | |
|---------------------------|--|
| • Branding Strategies | Business Optimization & Consultancy |
| • Digital Marketing / SEO | Marketing Communication & Campaigns |
| • Market Research | IT Enablement Services & Product development |



Professional Experience & Responsibilities

Chief Marketing Officer, Boston Strategies International

Feb '16 – Present

- Spearheading the **BSI's marketing & technology departments** overseeing new initiatives within the organization.
- Member of BSI's executive management team and contributing to the company's strategic direction and key account management activities. Responsibilities encompass strategic planning, business process optimization, and human resource management.
- Handling ERP modules and integration, Customized Online Analytical Processing (OLAP) tools, Procurement and contract management systems, Content management systems and document repositories.
- Managing technologies for CRM, Business Intelligence systems, Data warehousing and data mining tools, Web-based search and visibility tools, including social media, business / project planning, and competitive analysis.

Business Optimization Consultant, Boston Strategies International

Feb '16 – Present

- Responsible for the firm's Information Technology strategy, platform selection and development, internal and client application design, vendor management, contracting, and recruitment and staffing of the IT function.
- ***Market research*** for major oil, gas and power clients worldwide using programmatic tools like ***Lexus Nexus, Oxford Economics and others***.
- Responsible for facilitating sales by ***customizing CRM systems & other IT tools*** to reduce the costs of operations.

Technical Marketing Manager, Boston Strategies International

Feb '15 – Jan '16

- Building, implementing and analyzing ***monthly digital marketing campaigns*** for the company. Setup campaigns on ***Google AdWords, Facebook and LinkedIn*** using ***Google Suite, Social media automation and Competitor Intelligence tools***.
- Develop key metrics (KPIs) to measure success and ROI of various campaigns and execute the development and implementation of new business IT tools.

Business Development Manager, Bitmetric Technologies

Jan '14 – Jan '15

- Built market position by ***locating, developing, defining, & negotiating*** business relationships.
- Create and implement new ***marketing plans*** on different online and offline platforms. Identify trendsetter ideas by researching industry and related events/publications & analyzing the existing marketing strategy of the company.
- Identify opportunities for campaigns, services, distribution channels that increase the profitability of the company.
- Screen potential business deals by ***analyzing competitor's market strategies***, deal requirements, evaluating internal options and resolving internal priorities to give the best recommendations.
- Grew and retained existing accounts by presenting new solutions and services to clients. Strategic planning to develop the pipeline of new business coming in to the company.

Online Marketing Executive, D-amies Technologies

May '13 – Nov '13

- Managed aspects of **business development and online marketing** to enhance the overall business, reach and impact by demonstrating strong analytical, interpersonal, planning and communication abilities.
- Tools used Google AdWords, Analytics, Keywords, Hootsuite, Mailchimp, SEO tools and others.
- Responsibilities included creating and implementing **Marketing campaigns**, analyzing emerging interactive trends, providing data-driven recommendations for the clients. Understanding the market and developing a **branding strategy** for the company's development.

Senior Software Engineer, Infosys Limited

Aug '09 – Oct '12

- Responsible for developing and providing Business Intelligence solutions using Data warehousing tools for **Fair Isaac Corporation's** Predictive analytics system.
- FICO's Primary responsibilities included *data gathering, transformation and loading* in the database by scheduling jobs in *Autosys* and maintaining the corresponding *Ab-Initio* graphs.
- Provided *Mainframes UAT Support* (Payment Test Support) for **Royal Bank of Scotland**. Responsibilities included supporting Payment applications and testing existing codes, tables and files during the investigation for any issues.

Featured Projects

- **TASNEE, Saudi Arabia – Stage Gate System Analysis and Management Consulting Implementation Strategies**
 - Analyzed departments of the Petrochemical SBU & built a framework for the organization which included recommendations for tools, progress tracking analytics and a global document reference number mechanism.
 - Helped in identifying & defining the interconnectivity of the departments. Provided a procedural workflow overview and process maps for each department to streamline the interconnected flow of processes and signoffs.
 - Managed development of a custom prototype application for accessing the stage gate system online for departmental and managerial views having the potential to connect to company's SharePoint and SAP system.
- **Saudi Aramco, Saudi Arabia – Capital Project Supply Market Analysis and Data Transformation Tools**
 - Developed a supply chain market modeling capability for the category management team within Industrial Relations, a department for promoting a local Saudi Arabian vendor base
 - Analyzed the supply markets for Pumps, Compressors, Turbines, Power Transfer Equipment, Non-Metallic Pipe, Valves, Heat Transfer, Pipe Fittings, Pressure Vessels, Drilling Equipment, Electrical and Instrumentation, and Cables
 - Managed development of a custom application for Savings Calculator, conversion of MS Office files into proprietary XML formats for an intranet with content used by category managers in negotiating supply contracts and local investment deals
- **Al Suwaidi Holding Company, Saudi Arabia – Website Development and IT Support Services Subcontract**
 - Developed a fully featured, world-class website for a new division of the Holding. Led executive management and Board members through Design and Content Selection, Development and Coding, Testing, and Launch phases
 - Supported IT staff of Suwaidi Fluid Solutions (SFS) in various maintenance activities
 - This project involved market research of various products, competitor analysis and strategic implementation of website and marketing campaign.
- **FICO (Fair Isaac Corporation) - Data Warehousing and Business Intelligence**
 - FICO provides decision management through predictive analysis to its various clients. Primary responsibilities included data gathering, transformation and loading in the database by scheduling jobs in Autosys according to their dependencies and writing/maintaining the corresponding Ab-Initio graphs.
 - Analyzed different jobs related to IRM, Non-IRM, HCP cycles in business flow graphs and fixing production issues if arise. Improve the efficiency of the processes involved and stabilize the overall procedure.
 - Coordinated with the onsite client for the finalization and implementing of business rules. Provide support & maintenance to real time pharmaceutical applications within defined SLA's. Handling continuous interaction with clients for solution enhancements, identify need gaps.
 - Technologies Used: Ab-Initio, UNIX, Autosys, DB2, SQL
- **Royal Bank of Scotland Group - Mainframes UAT Support (Payment Test Support)**
 - This project involved complete support for the applications, which come into picture when a payment/transaction is released or received by the Client's Bank.
 - Involved handling of issues coming in, in the form of trackers (Client's application to track the issues occurring) and as Adhoc requests.
 - Walked through the existing codes, tables, files etc. during the investigation for the issues. Interaction with IBM MQ Series (as Payments are sent through MQs between the applications) and CICS regions.
 - Provided production support to client with analysis and debugging of CICS applications.
 - Technologies Used: COBOL, JCL, CICS, REXX, DB2, IBM Utilities, File-Aid, Omegamon, Endeavor, JMR

Professional Achievements

- Market research, Analysis and recommendations for Capex and Opex reduction **worth \$20mn.**
- Marketing success by reaching a **top 20 spot in Virgin's Media Business Challenge** in 2015 for a startup.
- Created successful marketing strategies for 2 startups, resulting in 40% online sales of the total sales.
- Founder and Vice President of "Entrepreneurship club" in JCU and its old website Burgeen.com.
- Won the **"Best Speaker"** in Toastmaster's On-the-spot funny narration event.
- Received **7/7 rating** for all engagement level feedback on communication, quality & compliance in FICO.
- Successfully saved \$20k working hours by preparing new automations to support the merger and stabilizing of business cycle.

Academic Development

| Qualification | Institution | Year | Secured |
|--|--|------|----------------|
| Master of Business Administration (Marketing Management) | James Cook Australian Institute of Higher Learning | 2013 | 5.45/7 (CGPA) |
| Bachelors Of Engineering, Computer Science | S.K.I.T, Jaipur (Rajasthan University), India | 2009 | First Division |
| Senior Secondary Examination Class XII | Mount Carmel School, New Delhi (CBSE), India | 2005 | 74.8% |
| Higher Secondary Examination Class X | Mount Carmel School, New Delhi (CBSE), India | 2003 | 87% |

Extra Curricular and Recognitions

- Event Head of **"Fun Events"**, a Unit specific monthly event of 2000 people held in Infosys.
- Member of JCU's **"Volunteer Club"**, a club dedicated to college related activities and performing external community services.
- Scored 460 in **Bloomberg's Aptitude Test(BAT)** with excellent score in News Analysis, Economics & Analytical Sections.
- Contributed and edited **"Knowledge shop"** articles for Infosys International Intranet.
- Participated in IBM's **"The Great Mind Challenge"**, a National software development program.
- Captained the Basketball Team at School and College level to win various awards at state and national levels.
- **Language skills:** English (fluent), Hindi (fluent).
- **Hobbies:** Digital marketing, Website Development, Electronic Gadgets, Playing Basketball and other outdoorsports

Other Projects and Internships

- **BSI Savings Calculator:** Designed & developed a complex savings calculator and reporting mechanism which calculates the estimated amount of \$ savings for different categories based on assumptions which helps in giving recommendations.
- **Intranet Development and Management:** Handled the development and maintenance of Corporate Intranet for 2 companies
- **Zoho CRM Project:** Deployed and managed Zoho CRM, a suite of business tools needed to boost sales, step up productivity and manage all day-to-day activities. It is a combination of Salesforce and SugarCRM.
- **SugarCRM Project:** Customized and deployed SugarCRM, the most popular open source CRM system currently available. Enable smooth flow and processing of the leads that are coming through the various Marketing activities.
- **Boston Strategies International Web Project:** Designed and developed a successful marketing program and corresponding website to expand BSI's customer reach, generate more business and grow in the energy sector.
- **Stars Key & Hutch Platform:** undertook a London based project for complete IT development and digital marketing domain. It is a unique platform, which provides a green way of property rental social network.
- **Entrepreneurship Project:** Food on Demand Delivery Service in Singapore (Business Plan)
Concept: Market Analysis of Delivery Business in Singapore, Developing Operational Chart, Complete Sales Plan (Strategy, Advertising, Pricing, Distribution), Operations Plan, HR Plan, Finance Plan, Develop Website, Prepare pitch
- **Burgeen.com Campus Entrepreneurship Platform:** Co-founder & technical marketing officer. Burgeen was a project that gave a platform for students with business ideas to present it to the investors. It aligned its value with that of MBA students and entrepreneur to-be who are ready to meet the challenges and opportunities upheld by the emerging Asia.
- **Academic Research Report:** "Disasters in ASEAN Occurrence, Consequence and Avoidance: An overview of ASEAN tourism threats, response and development"
Concept: Researching the impact of various National disasters (Natural, Economic, Healthcare and Terrorist) on the tourism industry of 5 ASEAN countries and the effectiveness of the government measures. Measuring the financial and economic impact on the tourism industry and giving recommendations to the government bodies for future preparedness of Disaster Management.