



 Roshan Varkey
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BBA (Marketing) U.K.
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 & Humberside



**COMPANIES & BRANDS
 INTRINSIC WITH:**

MRF
Grundfos
Arab Health
MEED Conferences
Vinverth
Britelite
Union & Yale
Motorola
Samsung



EXPERTISE

Digital Marketing
 Event Management

Business Development
 Process Optimization

Brand Management
 Credit & Debt Control

Roshan Varkey

Marketing & Brand Expert

Business Development



ABOUT

Detailed planning, strong analytical ability, high-impact marketing & communication skills are traits fine-tuned through hands-on experience.

For over 19 years, my expertise as a marketing specialist has assisted a wide variety of firms, implement persuasive strategies to ensure success in a highly competitive marketplace. From being a logical team player to being goal oriented and focused in approach, these are my strengths.

And as is with all successful people, when need arises I can be "the head chef and the dish washer all at once" depending on what skills are needed to get the job done.



EXPERIENCE

1. Director for Quality Tyres (MRF Franchise) January 2017 till present
2. Marketing Manager for Stamina General Trading April 2015 to November 2016
3. Brand Strategist & Production Planner for Costra Advertising from January 2014 to March 2015
4. Senior Event Manager for IQPC Middle East from October 2010 to December 2013
5. Event Manager for Informa IIR Middle East from March 2008 to September 2010
6. Brand Communication Executive for Mudra Advertising from January 2007 to February 2008
7. Marketing & Brand Manager for i-Cell General Trading (Samsung & Motorola) December 2005 to December 2006
8. Client Servicing Manager for Extra Cake Public Relations & Advertising (Concept Developers of Comicon GCC) October 2003 to November 2005
9. Marketing Executive for Concept Media from June 2001 to September 2003



AREAS OF EXPERTISE:

As a Digital Marketing Expert, Event Manager, Business Development and Brand Consultant

1. B2C – Plan, develop strategic partnership for effective long-term business (MRF)

- a. Analyzed and created digital portfolio for retail business development within local markets
- b. Develop impactful and strategic partnerships by connecting with various industry experts
- c. Advisory level to the Brand, for customer education, retention and product improvements
- d. Analyze business needs using customer feedbacks for process improvements
- e. Optimized processes and supervised employees including overseeing administration, budgeting and sales.

2. B2B – Plan, execute and lead campaigns - Concept to Completion; generating leads, educating customers, driving sales

- Driving activities through events and exhibitions, Digital and direct marketing, webinars
 - a. IIR & IQPC events
 - b. Samsung and Motorola dealer and consumer campaigns
 - c. Comicon events
- Partnerships-To ensure an innovative and engaging brand experience for the 'targeted' audience – thru a tactical communications strategy and marketing campaigns and initiatives.
- Working with:
 - a. External liaison - Media and digital agencies (for e.g. Instagram, YouTube, Facebook, Twitter) Radio and Road show's (Advertisements on Dubai buses)
 - b. Internal liaison - Sales and Marketing teams, SME (Technical) experts

3. Market analysis - Driving Performance/ Effectiveness:

- a. Scorecard, Performance dashboard – KPI's, ROI
- b. Presentation to stakeholders with recommendations and improvised strategies
 - Developing a 3-5 years business plan and constant dissemination of knowledge to stakeholders and BOD (Board of Directors) on progress and alternatives to be adopted
 - COSTRA Advertising
 - Motorola, Samsung, MRF

4. Champion of SEO, SEM and SMM efforts

- a. SEO - Keyword reaserch and on and off-page optimization
- b. SEM - PPC, CPC, CPM - Google Ads, Microsoft and Yahoo search engines
- c. SMM
 - Data analysis – Online success (Search engine, page, key words – click and hits and natural link building)
 - Google analytics
 - Email Campaign Performance
 - Conversion Rate Optimization:
 - Run A/B testing experiments,
 - Analyze heat-maps and & visitor recordings to improve performance of conversion funnels



EXAMPLE MARKETING CAMPAIGNS :

1. Miss Nigeria – 2006 (MOTOROLA)

- a. Sponsorship for the entire event
- b. Co-branding among all forms of media, namely newspaper, radios, ambient outdoor mediums, to improvise brand value
- c. Signing of celebrity Brand Ambassador Abiola Bashorun

2. Motorola Campaign

- a. Concept development, planning & execution
- b. Consumer campaign - giving away 30 phones in 30 days on a SMS based platform
- c. Media partnerships with PR, Media collaboration – Radio, Newspapers, Flyer campaign, Road shows, weekly & Final event of Draw & Winner
- d. Distributor Campaign - giving away 40 generator to top resellers
- e. Email Marketing to all distributors
- f. Flyer campaigns in concentrated areas for signing new vendors

3. Initial launch of the Brand “Dennis Floor Furnishing” & “Dennis Steel”– Indian market

- a. Retail launch –Concept development along with creative consumer campaigns to educate the mass on the brand, through various mediums - Radio, Newspapers
- b. Retail tie-ups– tie ups with large scale hypermarket vendors across India

4. Win a MINI COOPER – i-MATE Consumer Campaign – UAE – SMS platform based

- a. Concept development & planning
- b. Media partnerships with PR, Media collaboration – Radio, Newspapers, Flyer campaign, Road shows in high footfall malls, Final event of Draw & Winner



KEY ACHIEVEMENTS

- Quality Tyres (MRF Franchise) – INDIA - Generated business over INR.2.4 Cr. Yearly
 - Achievement – Accomplished contract with APS, Logistic Management (massive 500+ Fleet size)
 - Recognized as a prime dealer & distributor for MRF Tyres in the Southern region of India
- Stamina General Trading - Generated business worth AED.850K in one deal alone
- Costra Advertising - Generated business over AED.1.2M from top designer brands
 - Creative challenge of publishing an advertisement “upside down”
- IQPC Middle East - Generated business over AED. 3.5M

- Informa IIR Middle East
 - Part of team that successfully sold & collected 99% across all Life Sciences events and exhibitions before the start of the event - AED 2.3B
 - Achieved highest collection of the year 2010 in IIR – \$25M
- Mudra Advertising- INR. 4M yearly retainer
- i-Cell General Trading (SAMSUNG & MOTOROLA) - AFRICA
 - Recognized among the Top 10 brands in Nigeria for the period of 2006
 - After sales service, Level 3 establishment
 - Setting up Retail presence within the Nigerian market with focusing majority on after sales, along with a Level 3 after sales service
 - Launched 300+ distributors for Motorola
 - Consumer focused product promotions
 - Innovative dealer incentive programs to expand new and excel existing stock sales
- Extra Cake Public Relations & Advertising - Generated business over AED.800K
 - Ideology Developers of Comicon GCC
- Concept Media - Generated business over AED.1M
 - Successfully achieved highest ROI (Return on Investment) in consecutive 4 quarters (Achieved 200% - AED.0.5M)
 - Successful advertising campaigns on Dubai Municipality Buses



REFERENCES

Name & Position	Company	Contact
Elias Qarut Integrated Marketing Communications Professional	GMASCO – Al Futtaim	qarutelias@gmail.com
Altaf Jasnaik Growth hacker, marketer, strategy and innovation specialist	Global Products Group Ltd	+971505524504 altaf.jasnaik@gsldubai.com
Jim Muldoon Director for Scotland at Field & Lawn	Costra Advertising	+447933331345 (Mobile) jmuldoon67@gmail.com
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Further endorsements available on linkedin