

Ruksana Shaikh

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Assignment in Digital Marketing, Brand Management and Channel & Campaign Management

Industry Preference: Media and Entertainment Company / Internet Marketing / OTT service

P R O F I L E S U M M A R Y

- Solutions-focused, meticulous and result-oriented professional with over 3.7 years of a successful career with diverse roles distinguished by commendable performance and proven results
- Currently associated with Vuclip Inc. as Account Manager – Digital Marketing Operations, Marketing Division and involved in all activities related to Digital Marketing, Campaign Management, Brand Management and Channel Management
- Proven track record of excellence with sound exposure to Smartly, Google AdWords, Google Analytics, Double Click, Google Tag Manager and Volum
- Successfully designed launch campaigns for operators such as Airtel (India), Vodafone(India), Idea(India), Indosat(Indonesia), Digi(Malaysia), Umobile(Malaysia), Excelcom(Indonesia), AIS(Thailand), Dialog(Srilanka) and Robi (Bangladesh).
- An out-of-the-box thinker with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives and profitability norms
- Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning

CORE COMPETENCIES

~ Search Engine Marketing (SEM)
~Campaign Management

~ Search Engine Optimization (SEO)
~Social Media Marketing

~Brand Management
~Channel Management

CERTIFICATIONS

~ Google AdWords certification – Mobile Advertising

~Google Adwords Certification – Display Advertising

~Business System and Information Management from NIIT

~Google Analytics

~Google Tag Manager

ORGANISATIONAL EXPERIENCE

- Account Manager – Digital Marketing Operations - Vuclip Inc. Mumbai.
Jan'16 - present
- Key Result Areas:

- Managing seasonal digital marketing brand campaigns including creative development, website refreshes and microsite development, newsletter marketing and all agency deliverables
- Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness
- Monitoring the success of Social Media Campaigns through media analytics, KPIs, and dashboards
- Assisting the company's business development team in developing proposals within the digital marketing segment
- Evaluating the effectiveness of marketing programs, provided market analysis and insights to senior management
- Coordinated with Marketing and Sales teams as well as key agency media partners to gather information towards analyzing efficacy and Return on Investment (ROI) of all brand management events
- Handling day-to-day Digital marketing activities including campaign planning, implementation, budget

- management, performance review, and optimization of paid search campaigns
- Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.
- Formulating digital strategy for delivering best ROI for campaigns on various result oriented matrices of cost per click
- Assisting the Senior Brand Manager in the development of short and long-term strategic plans including annual business
- plans, media, promotion and innovation pipeline strategy with P&L and budget responsibility.
- Own the account in terms of driving revenues, maintaining and building new relationships within the account.
- Conceive and develop high quality user experience features for the existing products.
- Timely and regular analysis of the data to define promotion mix and feature rollout.
- To take responsibility for the financial performance of the unit
- Enhance/develop and implement procedures and systems that will improve the effectiveness of the unit
- Manage overall day-to-day operations of Mobile Advertising Team
- Set up Ads/Campaigns / Click Tracking URL / Conversion Tracking Parameters etc.
- Investigate and resolve operational queries from Network/account team regarding inventory, creative assignment and tracking discrepancies
- Devise innovative solutions to achieve the highest ROI for each product and secure incremental revenue.

Highlights:

- Increased organic direct paid ads (30%) with reduction of bounce rates (-5 PP) on VAS through site-content management & SEM analysis
- Initiated digital initiatives which led to three times increase in website visits and improved campaign click through rates (0.65% Vs 0.4% Average)

➤ **Research Analyst - SEO -- Directi – Media.net. Mumbai**

June'14 – Dec'15

➤ **Key Result Areas:**

- The Job involve enhancing customers' portfolio performance by ensuring continuous improvement and maximizing results on a daily basis
- Optimizing Domain Names for Internet Advertising
- Checking content, quality and accuracy of each concept
- Investigating web sites and conducting research & analysis for identifying concepts of domain names
- Checking keyword lists of advertisers to maximize ROI for each advertiser / publisher
- Consistently monitor domain names as per customer feedback and satisfaction
- Monitoring and enforcement of acceptable usage policies in cases of system abuse, illegal usage, misrepresentation etc.
- Constant learning of concepts pertaining to Internet Advertising
- Liaising with the Business Development Specialists to facilitate maximization of revenue/ ensure smooth functioning of the department.
- Domain Reporting
- Monitoring Performance of the Account
- Conduct test on accounts such as Template Test, Model Test.
- Test Ad provider (APO) Setting, Daily Analysis of Account (Customers) and Hourly Report Analysis
- Beginner user of extracting, aggregating, structure and manage large volume data sets using database querying language(Sql)
- Knowledge of Link building.(SEO)

➤ **Executive- OPERATIONS/CRM (Sales Support- EDP/CRM) - Network 18 Media and Investment Ltd. Transition to Getit Infimedia Ltd . Mumbai.**

Sep'12 – Feb'14

➤ **Key Result Areas:**

- Preparing Presentation for the prospective Clients to acquire new business and updating on Dashboard.
- Advertising Client Servicing / Media Planning
- Social Media Implementation – Facebook Page Management
- Coordinate with clients to get creatives for Display Advertising
- Worked closely with email marketing team by getting the customer details in the system till making the campaign live, secondly collating report for each campaign and sending it to the client and sales team as per their request.

- Co-ordinate with the in-house creative team for getting the creative for Print Advertising.
- Worked on SEO and SEM projects by entering details till making the campaign live.
- Conducting CPL campaign via Brand Impression through banners on website.
- Working on the Erp Modules, CRM Dashboard.
- Maintaining team motivation and retaining key team members pan India.
- Keep the pan India team updated on price changes and publication calendar & Invoices.
- Generate Weekly/Monthly reports, prospects updating, EC/NC/DO updating.
- Update the weekly reports individual wise updating of Target Vs Achievement.
- Keep in touch with senior management to coordinate between national head and Executive Vice president in terms of reports required for MIS and target evaluation.
- Client strategy development and the production and quarterly review of key account plans.
- Updating the team with new proposals, pricing and presentation on various products.
- Generating Invoices/vendor registration, internal coordination with finance department.
- Updating the Database Individual wise, category wise & updating the emerging market.
- Internal co-ordination with other department like EDP, Editorial Distribution.
- Entering details into various CRM Modules.
- Co-coordinating with the vendor

ACADEMIC DETAILS

- Pursuing MBA with specialization in Marketing from MET Institute of Management , Mumbai
- Bachelors in Management Studies from Sathaye College, Mumbai, University of Mumbai in 2012 with 68%
- Diploma in Business Systems and Information Management from NIIT (Business Intelligence, Data Analysis, Data Mining, etc.)

IT SKILLS

- Knowledge of MS Office, Volum, Smartly(Facebook), Google AdWords, Google Analytics and Internet Applications

PERSONAL DETAILS

Date of Birth: 11TH April 1991

Languages Known: English and Hindi

