

Mohamed Madani

Wlend, Bengaluru

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CAREER OBJECTIVE

To work with a progressive organization that integrates its ambitions with my skills and gives me a platform to learn and grow simultaneously.

PROFESSIONAL EXPERIENCE

WLEND (Phymatic Technologies Pvt Ltd), Bengaluru

August 2016 - Current

Head - Digital Marketing

Responsible for all aspects of marketing, including brand building, advertising, internal & external communication, and promotion/launch campaigns.

- Develop, execute and measure marketing programs, campaigns and lead generation activities to support sales.
- Manage creatives development, and production of communications with the help of creative and digital agency.
- Plan, direct, and implement the company's brand and overall marketing communications strategy.
- Leading all areas of content generation and production across all media platforms (Print, Outdoor and other media)
- Managing Campaigns: Overseeing the execution of all the campaigns in the best possible manner to gain maximum mileage for the brand, in turn expected to generate best possible leads/enquiries.
- Releasing of Social Media and InMobi Ads for Brand campaigns and ensuring that the same has appeared as per media plan.
- Deepen relationships with all media to ensure the most effective messaging and positioning of the brand /organization.
- Strategize and execute BTL/Field marketing/Promotions/Brand activations.
- Establish a system of reports and communications for all information – ATL, BTL, Lead Management, Enquiry and efficiency reports etc.
- Strategize and implement the brand and communication road-map for all the Digital initiatives.
- Managing the end-to-end email campaign execution targeted at our customers, from briefing agency, testing and launching.
- Events and Promotions: Identify and associate with various regional level events & promotions to source partnerships that will help increase brand visibility, build engagement and strengthen the brand presence.
- Market Research: Conducting research across different levels to understand brand trends, opportunities and potential vulnerabilities; tracking the market and competition.
- Leading a marketing team which develop and execute new concepts, business models, channels and partners to position business as innovator and leader.
- Manage all the vendors by way of timely releasing the PR/PO and reporting to be adhered to the organization process.

Atria Convergence Technologies Pvt. Ltd. (ACT Fibernet), Vijayawada & Guntur June 2014 – May 2016
Manager, Sales

Responsible for end to end service delivery of new ad existing customer for business growth and maximize the profits of the organization by meeting the required service delivery targets.

- Prepare new area expansion plans with support of yearly business plan covering Geographical Spread of Retail Customers, Subscriber Base, Operations Budget, Operations Manpower plan and projected revenues.
- Design and implement service delivery strategies to ensure achievement of SLA's and GART's(Gross Average Response Time) targets as per the approved plan.
- Design & Submit MIS format for tracking and compliance against Service Delivery plan. Submit periodic market intelligence report on New Network Reach, Fault Repair Statistics, Preventive Maintenance of Network, Senior Elements Performance, & Audit Compliance of all New Deployments.
- Ensure 100% deployment of all sales achieved across the city.
- To manage the team of Operations Team for daily business operations and their growth planning. Conduct reviews of various operations teams on weekly basis.
- Conduct relevant trainings for improving their functional & non-functional skills. Regular On job training to all Operations Executive's, imparting class room training to increase Productivity of the Team.
- Conducting Regular field checks and inspections to ensure quality of job sheet completed by various operations team.
- Conduct weekly reviews of operations team members in the branch and motivate them to perform and whenever required help them in providing additional support for them to achieve their incentives.
- Recruitment & retention of Service Delivery Team.
- To plan and rollout network in coordination with sales team as per business requirements in the potential Areas.
- Responsible for maximizing team's productivity.
- Ensuring better CSAT in Service Delivery.
- Responsible for educating and training the concerned team regarding company vision, values, processes and policies.

ACADEMIC QUALIFICATIONS

| S. No. | Qualification | College | Year | Percentage/CGPA |
|--------|--------------------------------------|------------------------------------------------|------|-----------------|
| 1 | MBA - Marketing | Christ University | 2014 | 65 |
| 2 | Electrical & Electronics Engineering | Sri Venkateshwara College of Engineering (VTU) | 2011 | 70 |

ACHIEVEMENTS

- 0 to 25% of Sales Contribution via Social Media Campaigns at 1/4th of the marketing budget in under 6 months
- 10/10 Relevance Scores on Social Media Campaigns run on Facebook & Instagrams
- CAC as low as 1/100th of Revenue Generated per customer with a repeat order rate of 3 times a year

- Growth from 8,000 to 25,000+ paid customers in under 1 year with minimal supervision from the Management
- Maintained Attrition Rate of <5%

OTHER INTEREST & ACTIVITIES

- Photography - Interest in portrait photography
- Video Creation - Small video creations using tools like Final Cut Pro
- Movie & TV Show Buff - Fascinated by stories

PERSONAL PROFILE

Sex: Male

Nationality: Indian

Languages Known: English, Kannada & Hindi

Permanent Address: #200, HMT Layout, 9th Cross, RT Nagar, Bengaluru - 560032