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Summary

As Head of the Digital Marketing Team, I'm responsible for planning, developing, implementing, and managing the overall digital marketing strategy.

I have experience and a big passion for digital technologies and utilizing different digital marketing channels in earned, owned, paid, and social media.

I can manage and oversee all aspects of a digital marketing campaign to effectively promote a brand's product/service including planning a digital campaign, delegating responsibilities to the marketing team, and measuring the performance analytics of a campaign. In addition, I'm responsible for managing, guiding, and training digital marketers and other marketing positions in the team.

- Handling strategic online initiatives
- Stay up to date with the latest technology and best practices
- Manage and oversee different digital marketing channels
- Measure ROI and KPIs
- Prepare and manage digital marketing budget
- Oversee all the company's social media accounts
- Measure and manage online content
- Track Analytics data and make complex analysis
- Build an inbound marketing plan
- Anticipate sales performance trends
- Organize and lead the digital marketing team
- Monitoring and evaluating online media campaigns to keep them fresh and effective
- Hiring marketing and promotions staff and supervising their work
- Working with other department heads and staff to discuss plans and marketing strategies
- Research competition, investigate benchmarks, and provide suggestions for improvement
- Liaison with key stakeholders
- Manage relationships with third-party digital agencies and suppliers.

Experience



AVP - Digital Marketing

GJ Tech Solutions

Nov 2021 - Sep 2022 (11 months)

My primary responsibility at GJ Tech was to perform games and market research for the gaming studio(Gameium) that the company owns and my secondary responsibility was to build a digital marketing roadmap, plan the resources, and action plan for the pre and post-launch of gaming products.

I created a couple of processes to perform in-depth casino market research for the grey and white market.

I've prepared in-depth reports on the gambling market, casino, and players' data touch points to deliver the best recommendation to our leadership and game architect team in the gaming studio for them to start building top-notch casino games such as Slots, Bingo, Fishing, and Keno.

I along with my research analyst and the executive team did data-driven research and consulted various research companies, industry experts, and data providers like data.ai, SensorTower, newzoo, and many more to conceive an in-depth understanding of the gambling world and casino games that performs great in the North American market.

Digital Marketing Head, India

Acquire

Nov 2020 - Nov 2021 (1 year 1 month)

Working with Acquire is the best thing that happened to me during this pandemic. Few of the important roles and responsibilities that I've been part of.

Worked with a cross-functional team based in the India, US and UK. I and my team synchronized with the marketing team in the US for the implementation of important changes and ad-hoc requests to be executed by the Web Team, SEO team, Content team, and Social Media team.

Worked with vendors to shape our digital presence towards product growth.

Monitor and scale the current team and also add new marketing people.

Continuing working on existing strategy and also implementing new strategies in SEO, SEM, content production and content marketing, email campaigns, social media management, and media buying.

Develop digital marketing strategy by identifying Ideal Customer Profile, Messaging and Market and verticals to go after.

Measure and report performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).

Monitor key performance indicators, make data-driven recommendations and advocate for internal resources required to drive the continued member growth.

Brainstorms new and creative demand generation & growth strategies through digital marketing.

Completes digital marketing department operational requirements by scheduling and assigning employees and following up on work results.

Founder & CEO

ORSEEP

Jun 2011 - Oct 2020 (9 years 5 months)

As Founder & CEO of a digital marketing agency, My core vision is to drive digital growth to B2B and B2C clients of all sizes across the globe through our result-oriented digital marketing services.

I am passionate about closing pre-sales deals by actively looking for clients/agencies who want to grow their business digitally through various online marketing channels.

- > Business Development (on-boarding new clients)
- > Client retention (making sure the client stays for a longer duration)
- > Overseeing the digital marketing department and project delivery
- > Evaluating and developing our marketing strategy and marketing plan
- > Planning, directing, and coordinating marketing efforts.
- > Communicating the marketing plan.
- > Researching demand for our products and services.
- > Competitor research
- > Coordinating marketing projects from start to finish.
- > Overseeing social media marketing strategy and content marketing.



SEO Lead

Zealous System

Jul 2014 - Jun 2015 (1 year)

To implement and manage search engine optimization (SEO) strategies and campaigns for the websites, including keyword targeting, technical recommendations, content optimization, link building, alignment with internal teams. Build and develop a team.

Functional Responsibility:

- # Pro-actively monitor all SEO related activities.
- # Develop and architect new SEO strategies
- # Collect and analyze sales data, using web traffic metrics such as page visits, transaction size, link popularity, click-through rates, and cost-per clicks.
- # Conduct market research analysis to identify electronic commerce trends, market opportunities, or competitor performance.
- # Communicate and collaborate with merchants, webmasters, bloggers, or online editors to place sales-oriented hyperlinks in high-traffic locations.
- # In-depth knowledge of keyword research. Perform extensive analysis of current keyword search engine rankings, and competitors' search engine rankings.
- # Review and analyze client sites for areas that need to improved, deleted, revamped, etc.; prepare detailed SEO strategy reports.
- # Coordinate with marketing teams to analyze data for updates to a variety of stakeholders in the online, ad sales, marketing, development and research departments on progress made towards SEO goals.
- # Interact with International clients and understand their needs.

Team Involvement:

- # Build and develop a Team
- # Work cooperatively with Technical & Operations Team to achieve optimal results.
- # Takes initiative; focuses on quality; ownership of accounts



SEO Lead

Softweb Solutions Inc.

Nov 2009 - Jul 2011 (1 year 9 months)

Handled all kinds of SEO activities such as Onsite and offsite optimization for all projects for a variety of in-house and client-side projects.

Experienced Client communication, and cost estimation for SEO activities.

Did SEO Project management, Direct reporting to CEO and Our Customers.



Sr.SEO

IntuThings

May 2008 - Nov 2009 (1 year 7 months)

- 1) Handle team of Junior SEO, Work assignment & guidance on Onsite and Offsite optimization
- 2) Website analysis, study, Onsite optimization work, Learn PPC, Paid link research, Face book Advertising
- 3) Research New and Advance SEO Tactic and internet marketing, Learn quality criteria for onsite and offsite optimizations.
- 4) SEO Project management, Client communication and reporting to Team Leader and CEO



Jr. SEO

Weblinelndia

Aug 2006 - Oct 2007 (1 year 3 months)

- 1) Start Learning SEO beside, Website testing
- 2) Select SEO as a career, start learn, read, research and implement on client and in house project
- 3) was Moderator of search4i.com
- 4) SEO Project management, Client communication and reporting to CEO

Education



Government Polytechnic College

Diploma of Education, Information Technology

Sep 2003 - Jun 2006

Skills

SEO • Social Media Marketing • Web Analytics • PPC • Search Analytics • Online Marketing •
Email Marketing • Keyword Research • Landing Page Optimization • Off Page Optimization

Honors & Awards

Pune Digital Marketing Camp - 2018 - DMP Forum

Feb 2018

Pune Digital Marketing Camp 2018 was held in Pune on Feb 2018. It was a grand success .
Practitioners & Students had learned various new things in the world of digital Marketing.

I provided couple of actionable digital marketing strategies to startups and sponsor of the digital marketing event held in SVIMS college by DMP Forum.

Valuable Contribution as a Core Team Member - Saturday Club Global Trust -

Hadapsar Chapter

Jan 2019

Saturday Club Global Trust is the largest & first of its kind Startup & Entrepreneurs Business Networking forum working in NGO format (non-profit organization) formed with a mission to channelize the immense talent and integrity prevailing in the Gen-Next of Maharashtrian community into entrepreneurship.

I worked as Core Team Member. Got awarded "For Valuable Contribution as a Core Team Member" on 1st Anniversary of Hadapsar Chapter.