

**Experienced and goal-oriented individual with a track record of achieving success by creating and implementing market-oriented strategies to boost brand visibility and generate new business opportunities on digital channels.**

Played a crucial role in devising successful marketing approaches to enhance brand visibility and boost sales revenue. Demonstrated expertise in implementing creative social media marketing (SMM) and search engine optimization (SEO) & PPC strategies to drive improved website traffic. United effectively with various stakeholders to develop and evaluate business cases for investing in new marketing initiatives. Proficiently managed all aspects of marketing campaigns, with a strong focus on achieving business objectives. Excelled in conducting thorough competitor analysis, keyword research, and generating fresh business leads and boosted the sales revenue. Recognized for building strong customer relationships and consistently surpassing client expectations.

### Areas of Expertise

- ◆ Strategic Marketing Planning
- ◆ Sales & Revenue Improvement
- ◆ Client Acquisition & Retention
- ◆ Search Engine Optimization (SEO)
- ◆ Social Media Management (SMM)
- ◆ PPC (Pay-Per-Click) Advertising
- ◆ Email marketing
- ◆ Lead Generation
- ◆ Data Analysis and Reporting
- ◆ Competitor Analysis
- ◆ Marketing analytics
- ◆ Brand Awareness & Promotion
- ◆ Creatives design
- ◆ Keyword Research
- ◆ Event Planning

### Professional Experience

#### **Marketing Manager, CAD Gulf LLC, Emirates Tower, Dubai**

**2021 – 2023**

Collaborated with the managing director and internal stakeholders to create and implement impactful marketing strategies to increase sales revenue by generating quality leads. Worked alongside the internal team to design landing pages, creatives, and other elements essential for a successful campaign execution. Oversee all aspects of marketing campaigns, including social media and PPC efforts. Performed comprehensive keyword research and analyzed market as well as competitor trends to create a successful SEO strategy aimed at improving website visibility and ranking. Monitored Online traffic and ensure that the marketing budget generates a favorable Return on Investment (ROI). Organized quarterly marketing activities, such as PR initiatives, high display ads, physical events, and e-newsletters, in partnership with media partners. Supervised all social media platforms to increase followers and enhance visibility across various social channels.

- Boosted sales billing from \$17 M to \$28 M within 2.6 years.
- Increased retail revenue by 60% through strategic marketing plans.
- Achieved a remarkable 400% increase in Online/website traffic and 300% increase in social media followers.
- Enhanced leads from 16 to 200 per month by implementing the best OFF-page and ON-page SEO practices.
- Received 30% salary increment within a year by delivering exceptional performance.

#### **Marketing Executive, Syscom Distributions LLC, Bur Dubai**

**2019 – 2021**

Supported the Marketing Manager by executing planned campaign initiatives, contributing to marketing strategies, ads, direct marketing, and promotions. Created captivating content and meticulously reviewed it for Online and print promotions. Developed marketing materials like flyers, newsletters, and posters. Coordinated with Printers and Designers for diverse event-related materials. Participated in tradeshows, events, and conferences, managing PR initiatives and conducting video interviews with media partners. Observed social media and PPC campaigns and provided improvement suggestions. Tracked marketing performance and ROI, providing regular reports for management. Engaged in copywriting & proof-reading and content creation for social media posts, PR, blog post, articles and web content etc.

- Created fresh leads by increasing the site traffic using both on-page and off-page SEO tactics.
- Amplified lead conversion rate from 5% to 20% with quality leads.
- Assisted in planning and organizing partner events, roadshows, etc.
- Successfully met defined goals in PPC, CPC campaigns.
- Effectively handled content management systems (CMS) like word press.
- Aided in expanding and managing mailing lists, producing email campaigns, and decreasing churn from 63% to 26%.

### **Sales Coordinator, Navigators Shipping & Logistica LLC, Karama, Dubai**

Implemented client-focused strategies for acquiring and retaining customers. Arranged meetings and events to exceed client expectations. Negotiated with multiple providers for competitive quotes. Prioritized swift resolution of customer inquiries. Generated monthly revenue reports for management. Evaluated orders to optimize shipping methods. Addressed global shipping inquiries promptly. Maintained accurate sales records. Produced and sent quotations through an e-freight suite.

- Lifted new customers on-boarding by 30%.
- Minimize costs by 35% by introducing new vendor to company.

### **Career Break due to Marriage**

2017

### **Application & Content Analyst, AEL Data Services LLP, Chennai, India**

2015 – 2016

I oversaw and finished my allocated projects on time. Used Photoshop for book cover editing. Ensured accuracy by creating, proofing, and editing content throughout processing. Worked closely with web content specialists and subject matter experts to maintain the product database. Developed top-notch e-learning content, including high-quality MCQs. Prepared and verified technical information for ULEKTZ app's engineering e-books. Uploaded materials and executed manual course testing across platforms. Thorough research was done, ensuring adherence to copyright and privacy rules.

- Gained comprehensive experience in HTML5 and CSS3.
- Optimized data quality in coordination with content partners.
- Crafted error-free technology content and published as HTML web pages.

### **Education & Credentials**

#### **Bachelor of Engineering - Electronics and Communications Engineering**

2011 – 2015

| Anna University Affiliated College, India

#### **Post Graduate Program in Digital Marketing (Online - Certificate ID :43300806)**

2021

| Purdue University Affiliated College, USA

#### **MSC Digital Marketing & Analytics [ Expected Graduation - September 2024]**

| The University of Liverpool, UK

### **Professional Certifications**

**Google Ads Search Certification** Completion ID: 166036229

**SEO Toolkit Certification**, SEMRUSH

**Web Designing Certification**, Aptech Computer Training Institute, Attested by KHDA, Dubai

Six Sigma Green Belt – Falcon Skill Development Institute, India

### **Technical Tools Proficiencies**

**SEO** - Semrush, ahrefs, On-page(website) and Off- page (newsletter, social media, PR) optimization techniques. [Advance level]

**Google** - Ads, Analytics, Google search console [Advance Level]

**Email Marketing**- Mailchimp, Get Response, MS word mailer [Advance Level]

**Social media marketing** -Canva, Hootsuite (Facebook, LinkedIn, Twitter, Instagram) [Advance Level]