

TONY JOHN

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Summary

Google Accredited, results-oriented, experienced and innovative seasoned eCommerce Marketing professional in implementing & streamlining the e-commerce business for Retail Industry. Extensive hands-on experience in B2B2C online marketplaces and all facets of eCommerce business including website development, content management, e-merchandising, digital marketing, promotional calendar, budgeting and dashboard reports for B2C in UAE and other markets in GCC. Proven track record for building and optimizing campaigns to meet business needs and produce results, I thrive on being challenged in different marketing disciplines.

Education

Electronics & Communication Engineering

Hindustan College Of Engineering • Chennai, Tamil Nadu

05/2007

Completed a project, dedicated for The Physically Disabled people. Project Title- GPS Guideline for blindActivities and societies: Done a project & dedicated for The Physically Disabled people. Project Title- GPS Guideline for blind.

GPS for the visually impaired

The use of this particular product is that, while a blind person walks out anywhere by clicking a button he/she can detect the place through satellite. We also make sure the voice of location is stored so they can listen to it.

Benefits - Implementing this Physically Disabled people no more need to depend on anybody.

Experience

Corporate Marketing Manager

Emirates Computers Co LLC • Dubai, Dubai

03/2019 - Present

Web Portals: Emiratescomputers.ae | Rolanddg-ae.com

- Designing and overseeing all aspects of our digital marketing department including our marketing database, email, and display advertising campaigns.
- Planning and managing our social media platforms.
- Preparing accurate reports on our marketing campaign's overall performance.
- Evaluating important metrics that affect our website traffic, service quotas, and target audience.
- Working with your team to brainstorm new and innovative growth strategies.
- Website and software application designing, building, or maintaining.
- Using scripting or authoring languages, management tools, content creation tools, applications, and digital media.
- Conferring with teams to resolve conflicts, prioritize needs, develop content criteria, or choose solutions.
- Directing or performing Website updates.
- Developing or validating test routines and schedules to ensure that test cases mimic external interfaces and address all browser and device types.
- Editing, writing, or designing Website content, and directing team members who produce content.
- Maintaining an understanding of the latest Web applications and programming practices through education, study, and participation in conferences, workshops, and groups.
- Back up files from Web sites to local directories for recovery.

- Identifying problems uncovered by customer feedback and testing, and correcting or referring problems to appropriate personnel for correction.
- Manage editorial, design and production of communication tools (including advertising, monthly reports).
- Collaborate with executive staff to develop digital and print media for enhancing and promoting the brand, increase consumer awareness, optimize online presence, and develop personal and social connections to relevant audiences; maintain brand message consistency and integrity through copy editing.

ACHIEVEMENTS

- CAD/CAM, GITEX Technology & WETEX 2019 event planning and execution.
- Revamp Roland website as per international standards in short period and launched
- Increase Social Media Presence for corporate and Roland within GCC
- Through email marketing campaigns were able to identify product distributors in Oman, Kuwait, Bahrain and Pakistan

E-Commerce Manager

Graphic International Centre LLC • Dubai, Dubai

03/2016 - 01/2019

Web Portals: Artandcraftuae.com | Picturepod.ae | Byondbags.com | Graphicint.com

Search Engine Marketing (SEM)

- Effectively manage large pay-per-click (PPC) search initiatives through keyword generation, creative optimization, display and remarketing, mobile marketing, and landing page A/B tests.
- Responsible for the daily management and optimization of top search engine platforms, including Google Adwords, Yahoo! Search Marketing, and other strategic SEM channels.
- Develop key marketing strategies for increased search performance and efficiency through competitor tactics research and detailed analysis of key metrics and trend data.

Search Engine Optimization (SEO) and Content Strategy

- Develop key SEO tactics and initiatives through link building, keyword research, content development, web design, and on-page optimizations.
- Facilitate the entire process of content development from creation to production for the company's corporate/ecommerce websites and also new, strategic web properties.
- Enforce high content quality and standards while collaborating with the legal and compliance teams.

Social Media Marketing

- Manage communication and marketing on all social media outlets, including Facebook, Google+, Twitter, YouTube, and blogs, to maximize brand awareness, capture industry trends, and drive referrals.
- Develop blog schedules and strategies and write clear, targeted, original posts to build organic visibility, rankings, and traffic.

Website Coding and Graphic Design

- Implement HTML/CSS web coding and maintenance of main web properties and work with the QA and development team for release.
- Develop wireframes, mockups, and creatives for both print and web marketing projects.
- Spearheaded the ecommerce website development from the stage of conception to execution.

ACHIEVEMENTS

- Achieved Best Employee Award 2017
- Increase Social Media Presence for the all Ecommerce websites.
- Conducted Events through Social Media Channels and brought onboard new clients for Corporate
- Created Social Media buzz to for the new showroom opened at Abu Dhabi, attracted footfalls

E-Commerce Manager

Vahedna Trading • Dubai, Dubai

07/2014 - 01/2014
Web Portals: Eclubbuy.com | Vahedna.com

- Develop the E-commerce strategy together with key stakeholders and manage SEO/PPC/Facebook Ads
- Increase traffic and conversions to our site with optimal cost of acquisition
- Proactively collaborate with new brands and increased online sales
- Mentored a team focusing on driving direct traffic to the site
- Analyze and improve performance, stability and scalability
- Drive continuous improvement in team's processes
- Managed online Catalogs and work on SKU Building process team
- Identified & expanded the Marketplace opportunities in order to spike revenue and conversions
- Drove targeted leads a month with YOY growth via paid media, affiliates and partners.

ACHIEVEMENTS

- Exceeded sales targets by over \$ 5Mil.
- Added 100K+ Customers on SMM in short spam and increased sales upto 150 in daily basis
- Collaborated with Chinese company and introduced own brand for brand popularity and increase on sales
- Successfully managed operations (Development/Design Team), Online Marketing, Sales and Call Center Teams at time to time.

Digital Account Manager

dat Struct Software Solution Co LLC • Chennai, Tamil Nadu

10/2012 - 01/2014

Web Portals: Datstruct.com

- Brainstorming and developing ideas for creative marketing campaigns and newsletters.
- Assisting in outbound and inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, copywriting etc.)
- Plan and execute initiatives to reach the target audience through appropriate channels (website, social media, e-mail etc.)
- Plan and formulate the marketing calendar
- Lead the strategy, development, execution, and optimization of paid digital efforts, including display advertising, SEM and SEO
- Drafting website content and producing new themes for each month.
- Maintain strong relationships with key contacts in existing client and developed business
- Liaise between the development team and clients, as well as management and stakeholders

ACHIEVEMENTS

- Exceeded sales targets by over \$200K
- Broadened client base by 30 per cent
- In consultation with Web developers, oversaw the development of our new company website and social media presence, which resulted in a 250 per cent increase in traffic, increased profile and improved branding for the business

E-Commerce Account Manager

Datatrend Technologies Inc • Chennai, Tamil Nadu

06/2009 - 07/2012

Web Portals: Decatrend.com | cesltd.com

- Optimizing the products on seller panel of U.S ecommerce Marketplace websites such as Amazon, Best Buy, buy.com, Sears, CleanITSupply etc.
- Responsible to make Merchant's/Brand to grow on Amazon and in other ecommerce Marketplaces through content, keyword and pricing optimization.
- Optimize the existing content, page titles, descriptions of the products and pricing in order to achieve BUY BOX in Amazon for potential product landing pages for Merchant/Brand.

- Analyze and prepare the list of appropriate keywords through Google Adwords tool and Amazon search terms for each Merchant.
- Research and analyze the optimization strategies of key competitors for each merchant before onboarding process of the brands on Amazon, Best Buy etc.
- Manage the optimization and real-time online merchandising of product listings (maximum 1000 Sku's per day), ensure the products to appear on top in Amazon & Google search result page.
- Manage the content, product merchandising for the merchants/brands in Content Management System (CMS) of Amazon Seller Central, buy.com, Best Buy, Sears and in several B2B2C Marketplaces.
- Manage the Product offers (real time bidding) to an end customers through online chat in particular shopping portals such as Ebay, and Overstock.
- Manage the P&L for product catalogue of various categories in key marketplace websites for individual merchant.
- Workout techniques of Paid marketing campaigns on Amazon seller central and other marketplace platform to ramp up the revenue.
- Building market position by locating, developing, defining, negotiating, and closing business relationships.

ACHIEVEMENTS

- Helped customers and individuals in removing obstacles/bottlenecks in realizing goals and business results.
- Helped multi-billion dollar firm's transition out some of their non-strategic/non-core labour intensive tasks and managed the accounts. Priority was to make difference, focus has been demand generation, responsibility to create value through knowledge and expertise.
- Successfully trained TEN Business Development Executives and helped them in successful business closures.

Call Center Advisor

InfoSearch BPO • Chennai, Tamil Nadu

12/2008 - 06/2009

Web Portals: Energyhelpline.com

- Meeting and exceeding sales targets and consistently helping people to save on bills.
- Demonstrate and enforce company standards and brand values
- Manage the process effectively by always being professional and giving good quality advice, so customers want to return to us again and again.

ACHIEVEMENTS

- Managed a team of 6 members to handle sales cold calling and achieve the potential target.
- Boosted sales revenue of existing client by 70%
- Constantly was selected as top performing sales team

Technical Support Engineer

HCL Technologies • Chennai, Tamil Nadu

10/2007 - 11/2008

Web Portals: Hcltech.com

- Giving technical expertise in a technical operational process of a renowned Internet service provider British Telecom / AT&T
- Provides first- and second-level technical support for users of company products, including current and prospective clients, resellers, and professional product testing organizations
- Delivering technical training to teams during on job training as a subject matter expert.
- An expert taking escalations from the first level technical support/Customer Support for advanced troubleshooting [including line analysis via line tests, line fault escalations]

ACHIEVEMENTS

- Managed a team of 10 members to handle the customer's issues and achieve the potential target.
- Provided responsive and competent support to answering the customer's queries through phone.
- Involved in handling and resolving the complex billing/technical issues and sensitive customer issues.
- Handled the escalation calls and resolving the complex billing and technical issues.

Skills

Magento, WordPress, HTML5, PHP, MySQL, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Google Analytics, Google AdWords, Amazon Web Services, Hootsuite, Hotjar, Facebook Advertising, Linkbuilding, SEO, Blogging, Website Maintenance

Languages

English, Hindi, Malayalam, Tamil

Certificates

Advanced Google Analytics, Google AdWords Certified Professional, Webdeveloper, Digital Marketing

Awards

Graphic International Center - Best Employee Award 2017

Personal Profile

DOB - 09 March 1985, Gender - Male, Nationality - Indian, Visa Status - UAE Residence Visa.

Declaration

I Tony John hereby declare that all the above furnished details are true the best of my knowledge.