



Sarfraz Shaikh

Business Development Manager with 18 years of experience across India, Middle East & SE Asia. Areas of expertise include developing ecommerce businesses achieve high performance, growth marketing planning & implementation and building partnership eco system across sectors

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WORK EXPERIENCE

Tripadvisor.com

Sr Market Development Manager - India

2019 – till date

Gurgaon, India

- Lead growth marketing projects to double App Installs, acquire 4 mio members & add US\$2 mio incremental revenue from B2C experiences unit
- Build partnerships across Mobile OEM, ecom, banks, hotels & OTAs in acquiring new users & increase in monetization. Identify & acquire partners for API experiences product to achieve US\$ 9 mio in sales
- Design & develop App store optimization tests for google play store. Improved traffic upto 15% by optimizing Short description copy & 1st screen shots
- Optimize SEO & SEM performance with competitive benchmarking, localize ad copy, improved landing page experience with ML tags
- Enhance user engagement by adding neighborhood maps resulting in surfacing of relevant search results & adding bulk of new Points of interest
- Conduct brand health survey & support global teams in consumer research, email marketing & gating tests
- Conceptualize social media campaigns, create social calendar & curate inspiring content to achieve 130mio engagements
- Design & publish data analytics reports using Tableau

EzeegoI.com

Associate Vice President - Middle East, India, SE Asia

2015 – 2019

Mumbai, India

- Built new ecommerce business to achieve US\$ 25 mio in revenue, recruited team of 26 people & set a roadmap to scale it up across multiple geographies
- Create extensive network of Key trade partners & engage with C-level executives. Demonstrate understanding of changing Industry dynamics & maintain strong business relationships
- Launch ezeegoI.com Dubai operations and execute marketing launch across Middle East & India. Achieved 80% online booking share by driving high quality traffic with PPC search, display & mobile campaigns. Improved repeat buys by 20% with effective email campaign management

SKILLS

Market Planning

Strategic Partnerships

P&L management

Content marketing

App store optimization

Retail Sales

Distribution development

Negotiations

Continuous learning

Team management

Problem solving

EDUCATION

Post Graduate Diploma in Business Administration (MBA), Marketing

Chetana Institute of Management Studies & Research, Mumbai

B.Sc. (Mathematics), Mumbai University

CERTIFICATIONS

#Advanced Google Analytics

#Google Ads Search

#HubSpot Inbound Marketing

- Project manage development of portal along with technology, user experience & data teams to service B2C, B2B & B2B2C channels
- Conceptualize marketing campaigns, draft SEM ad copy, keyword research & run Google Ads campaigns to ensure high ROI
- Achieve booking & revenue targets. Develop marketing strategy, design processes for scale and create a global ecommerce business based on new partnerships & connectivity
- Develop partnership goals, identify joint value proposition & finalize commercial terms. Design end-user experience & drive tech platform integration
- Proactively identify opportunities to improve customer experience, improve operational efficiency across key metrics
- Anticipate Industry trends & collaborate with sales, products & technology teams. Acquire partners, develop joint business operations plans, drive API/XML/ White label integrations & onboard them.
- Evangelize ezeego I to external, internal stakeholders and attend Industry events including ITB Berlin, WTM London & ATM Dubai

AWARDS

Top Team manager, FranklinCovey 4DX organization implementation (2018)
 Project Manager, ISO 9001: 2015 Organization certification (2018)
 Kuoni Global Corporate Manager Program, Zurich (2012)
 Retail SOP excellence, Future Group Retail (2008)

Kuoni Travel

General Manager, Distribution & Online Sales

2010 – 2015

Mumbai, India

- Expand sales distribution partner network by adding new 150 partners across 60 towns
- Negotiated & finalized business development deals with Insurance, Telecom & Banking partners aggregating INR 36 million income. Complete onboarding including process flow & training
- Built workflow & process of a new Call centre sales channel & achieved INR 100mio annual Online sales in first year of operations
- Build processes & training material to drive sales operational excellence across the organization
- Research & collaborated to build Strategic plan sizing up travel opportunities, quantifying investments and forecasting corporate budgets

INTERESTS

#Mentoring SMB transitions to ecommerce

#Travel

#Online Learning

Additional experience

Future Group & Landmark Retail

Advertising, Retail sales & Marketing services

2001 – 2010

Jordan & India