Robin

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**CAREER OBJECTIVE**

All round digital media marketing specialist successful in advising advertising and digital strategy planning activities. From development of integrated digital brand strategies, always on programs such as display / performance based advertising, search engine marketing, Software project Management, Web portal development, social media, mobile marketing, and web analytics.

**Digital Manager** Dubai, UAE

Forbes Middle East  **JULY- 2013 - Present**

* Digital strategy development covering SEO, PPC, Social and Content marketing for multiple clients across both B2B and B2C.
* Driving strict ROI achievement Forbes Middle East and other organizational marketing and handling to IT and Web team for internal and external projects.
* Driving strict ROI achievement against multiple client organizational marketing and sales goals.
* Recruited and managed internal digital marketing team of 7 and multiple external agency resources responsible for global digital activity.
* Responsible for developing and managing the implementation of a phased digital strategy in line with overall business objectives:
* Project managed the delivery of new online platform, following best practice, delivering significant increases in conversion rates. Including ongoing AB testing program for optimization
* Worked closely with regional sales and channel partners (on and offline) to maximize channel/affiliate sales.
* Campaign analytics activities – tracking and monitoring performance, platform optimization, media planning and campaign management
* Driving data strategy across multiple listening posits (website, social media, surveys, market research etc) and derive customer insight from research and data strategy
* Execute SEO tactics to ensure first-page rankings for selected keywords, incorporate SEO best practices into the website architecture and content
* Monitor, train, coach, motivate and assess Digital Team and ensure their tasks are accomplished up to the company standards.
* Preparation and implementation of Digital Marketing Strategies, Email Marketing Management, CRM Administration & Customization
* Social media campaigns for Clients on Twitter, Facebook, Instagram, LinkedIn, YouTube & Adwords.

**DIGITAL MARKETING CAMPAIGNS PORTFOLIO**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Client** | **Objective** | **Campaign Type/Medium** | **Budget** | **Result** |
| Forbes Middle East | Building Leads for Magazine subscription | Google Adwords, Twitter, | $50K | Excellent |
| Al Tayyar Travel | Building Leads for Summer holydays Promotion | Adwords, Twitter, Facebook, Instagram, Youtube | $800K | Excellent |
| Al Tayyar Travel Group | Building Leads for ‘Study Aboard Program in KSA) | LinkedIn, Twitter, | $100K | Excellent |
| Al Tayyar Travel | Winter holydays Promotion | Adwords, Twitter, Facebook, Instagram, Youtube | $200k | Excellent |
| GMC Arabia | GMC Yukon | Email - Marketing |  | Excellent |
| Oberoi Hotels | Special Offers | Adwords, Twitter, Facebook, Instagram, | $10k | Excellent |
| General Motors | Cadillac Offers | Email – Marketing, Twitter, Facebook, Instagram, |  | Excellent |

**ACHIVEMENTS - DIGITAL MARKETING**

* 200% increase in Forbes Middle East digital subscribers in 6 months
* 200% increase in holyday booking for ATG travel promotions in 3 months
* 100% increase in holyday booking for ATG travel promotions in 3 months
* 300% increase in Website traffic thorough SEO/SEM
* Sales Leads from Email marketing campaigns for GMC

**DIGITAL PROJECTS**

* Implementation of Salesforce, Pipedrive CRM and Administration
* Forbes Middle East Website Migration to Wordpress.
* Altayyar Group Website development responsive and server Migration to Rackspace.
* Task management system for managing internal & External projects
* Mawasim Travel Portal and booking engine development.
* Sales Team Management CRM, Customized internal CRM development.
* Email database management system for managing email assets of company.
* Subscription management system for digital and print subscriber management.
* Pay tabs payment gateway implementation on Forbes Middle East website.
* Automated Newsletter sending system to manage website newsletter subscription.
* HRM management system development for internal employee management.

**DIGITAL MARKETING MANAGER**  Dubai, UAE

Autotrader Fz LLC, Dubai Media city. 2011 - 2013

Planning and execution of online marketing activities for autotraderuae.com, the leading online automobile advertisement portal in Dubai Including SEO, SEM, CRO, Display, Retargeting, Email Marketing, Social Media, Web Analytics, Affiliates, CRM and Web Development.

* Driving data strategy across multiple listening posits (website, social media, surveys, market research etc) and derive customer insight from research and data strategy
* Working the CRO to increase the number of leads on desktop and mobile sites
* Build an environment to perform analysis such as advertising performance, web analytics, customer segmentation, ROI modeling, cross channel, media mix analysis.

Execute SEO tactics to ensure first-page rankings for selected keywords, incorporate SEO best practices into the website architecture and content

* Managing PPC campaigns in Google Search, Google Display Remarketing and YouTube.
* Managing Facebook advertising campaigns with custom audiences and website remarketing
* Managing the social media accounts to increase the fan base and engagement
* Traffic, sources and conversion analysis in Google Analytics
* Implemented several complex Web Applications for assorted companies.
* Managed a group of 6 programmers working on projects that were developed in PHP, MYSQL.
* Interfaced with Project Managers while gathering requirements from users in order to build technical specifications for upcoming projects.
* Full life cycle of the development, such as overall software design, database schema and code.
* Mentoring and training Senior Developers and providing support to Team Leaders.
* Developed prototypes, which were later on implemented in various Web Applications.
* Implemented several complex Web Applications for assorted companies.
* Implemented several complex Web Applications for assorted companies.
* Prepare the content plan and the editorial calendar with the content editor.
* Coordinate the content marketing campaigns.

**WEBDESIGNER + WEBDEVELOPER** Dubai, UAE

Cyborg Information Technology 2008 – 2011

Worked with an amazing team of developers, designers, and strategists to create websites, services, and applications that help companies and customers solve problems. Specialized in rapidly developing highly usable, engaging websites and web applications from conceptualization and requirements gathering to deployment and performance monitoring.

* Utilize expertise in frontend web development technologies such as HTML, XHTML, CSS, JavaScript and Flash to enhance interactivity.
* Manage accounts on VPS server such as web hosting (FTP) and POP emails.
* Provide troubleshooting and client support for email and web hosting accounts.
* Create banner ads (static, animated, flash), email advertisements and newsletters, and flash animations
* Graphic design skills include creating and modifying print pieces, such as logos, corporate identity packages, advertisements, newsletters and brochures.
* Familiar with methods for preparing files for print, including knowledge of concepts such as resolution, pagination, trim, bleed, and collecting for output

**WEBDESIGNER + WEBDEVELOPER** Bangalore, IndiaQuest Media Ltd. 2006 – 2008

Frontend development of many different types of projects ranging from dynamic database driven content managed websites and ecommerce websites, intranets, email marketing and bespoke requests. To achieve successful completion of projects I was required to keep up to date with emerging technologies and any directly associated constraints.

* Utilize expertise in frontend web development technologies such as HTML, XHTML, CSS, JavaScript and Flash to enhance interactivity.
* Manage accounts on VPS server such as web hosting (FTP) and POP emails.
* Provide troubleshooting and client support for email and web hosting accounts.
* Create banner ads (static, animated, flash), email advertisements and newsletters, and flash animations

**SYSTEM ADMINISTRATOR + WEBMASTER**  Bangalore, IndiaChrist University Bangalore 2003 – 2006

Worked with university technical team to provide support for web and IT systems and security policies. Additional responsibly include managing university websites and Microsites.

* Management of data backup media and antivirus software.
* Managing and updating university website.
* Designing updating banners, Micro websites.
* Software installation both off the shelf and bespoke packages using CDs and RIS.
* Software and hardware rollouts and installations, which include desktop, servers and printers.
* Network administration such as TCP/IP and DNS, network security including user Profiling for SAP Windows, Windows Server 2003, Group Policy and Active

EDUCATION & CERTIFICATIONS

**Masters in computer application (Post graduation, 3years) Sikkim Manipal university 2005, India**

* Principles of Computer applications, Software developing, Web developing Methods, Software product Managements, Software Quality testing, Database management.

**Advanced diploma in software Engineering (Diploma, 3years) Aptech Computer Education India 2003, India**

* Web developing, Software developing, Web applications Methods, Web services, Software management, and Relational database management.

**Advanced diploma in Hardware and Networking (Diploma, 6months) Jetking Computers, Bangalore 2003, India**

* Computer hardware trouble shooting, Networking.

**Microsoft Certified Systems Engineer Jetking Computers, Bangalore 2003, India**

* Computer hardware trouble shooting, Networking, Windows 2003 Sever management Active directory services.

**Bachelor of Arts (English Language Graduation) Kannur University 2002, India**

- Mass Communication, English Literature

**Expert rating certified professional**  2003

Expert rating

**National Computer science Academy Certified Professional.** 2003

NCSA, USA

**Microsoft Certified Professional** 2003

Microsoft

SOFTWARES AND PROFICIENCY IN DIGITAL MARKETING

**Software & Tools used**

**Tools/ Software’s:** Effective Measure, Google Analytics, Hoot Suit, Mail chimp, Sales force CRM, Google Search Console, Google Tag Manager, Google News, Google Trends, Ad Tech, Web Trends, Moz suite, BrightEdge, Majestic, Screaming Frog, SEM Rush, Buzz Sumo, Authority Labs, Ahrefs, Deep Crawl.

­­SOFTWARES AND PROFICIENCY IN WEB PROJECTS

**Software & Tools used**

Adobe Dreamweaver, Adobe Flash Professional, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat Professional, PHP, WampServer, MS Sql server, Filezilla, WordPress, Drupal, Magento, Joomla, HTML 5, PHP, JS, CSS.

SKILLS & EXPERTISE

Digital Strategy, Social Media Marketing, Web Content Optimization, Web Application Development, Web Project Management, Web Analytics, Web Development, Digital Marketing, HTML5, Software Project Management, Twitter Marketing, Web Design, Facebook Marketing, Google Adwords, Search Engine Optimization, Linkedin Marketing, Campaign Plans, Network Security, Email Marketing.

Campaigns/Projects Portfolio

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| --- | --- | --- | --- |
| **Clients** | **Objective** | **Campaign Medium** | **Campaign Type** |
| Forbes Middle East | Building Leads for Magazine subscription | Google Adwords, Twitter, | SEM/SMM |
| Al Tayyar Travel | Building Leads for Summer holydays Promotion | Adwords, Twitter, Facebook, Instagram, Youtube | SEM/SMM |
| Al Tayyar Travel Group | Building Leads for ‘Study Aboard Program in KSA) | LinkedIn, Twitter, | SMM |
| Al Tayyar Travel | Winter holydays Promotion | Adwords, Twitter, Facebook, Instagram, Youtube | SEM/SMM |
| GMC Arabia | GMC Yukon | Email - Marketing | EDM |
| Oberoi Hotels | Special Offers | Adwords, Twitter, Facebook, Instagram, | EDM/SMM |
| General Motors | Cadillac Offers | Email – Marketing, Twitter, Facebook, Instagram, | EDM |
| Golds’ Gym | Special Offers | Email - Marketing | EDM/SMO |
| Atlantis The Palm | Special Offers | Social Media Optimization | SMO |
| Kempinski Dubai | Special Offers | Email - Marketing | EDM |
| Manchester business school | Education Program | Email - Marketing | EDM |
| Meydan Hotels | Special Offers | Email - Marketing | EDM |
| Damac Properties | Product launch | Email - Marketing | EDM |
| Anantara dubai | Special Offers | Email - Marketing | EDM |
| HSBC | New Product | Email - Marketing | EDM |