**RAJ**

Silicon Oasis, Dubai, UAE

Email: raj.374777@2freemail.com

**11years of Marketing experience | High-growth & Established Companies | Start-up Ventures**

Proven ability to manage multiple corresponding projects and cross-functional teams to deadline. Impressive ability to create compelling marketing campaigns, brand plan and brand strategy to penetrate new markets, ensuring all aspects of the product or companies marketing and activities align with the ethos and goals of the brand. Comprehensive digital marketing capability, up-to-date with social media, SEO and online trends. High-impact presentation and negotiation skills. Available for travel and relocation.

**Core professional competencies include:**

|  |  |  |
| --- | --- | --- |
| \* Budgeting | \* Creative  | \* Social media marketing |
| \* Strategy planning | \* Branding | \* SEM & SEO campaigns  |
| \* Market research | \* Customer relations  | \* Website enhancements |
| \* ATL, BTL & TTL marketing skills | \* Team building & management  | \* Direct marketing campaigns |

**RELEVANT EXPERIENCE**

**MARKETING & BRAND DEVELOPMENT MANAGER**

**FoodRustic Restaurant LLC, Abu Dhabi, UAE** *(July, 2015 – Present)*

Contributed in developing New American and Mexican style rustic restaurant concept brand. Maximized profits by overseeing the functioning of Restaurants Marketing activities, promotions, sales and costs to ensure. Laid foundation for brand building. Composed detailed business and branding plan coordinating with Managing Partners. Driven by the desire to succeed, took FoodRustic from start-up to successful business in under a year. Held full brand planning, marketing and design responsibilities.

**Key Achievements:**

* Grew business from zero to AED 3M in annual revenue within 15 months by working hand in hand with operations team.
* Measured and reported performance of all marketing campaigns and assessed against ROI and KPI goals.
* Restaurant achieved an impressive rating and reviews on different platforms and locally based food critics & enthusiasts.
* By implementing effective TTL marketing strategies, I have managed to secure 30% loyal customers.
* Designed and implemented SEM & SEO campaigns in association with Google Partners program.
* Monitored all corporate social media accounts and websites to ensure positive online presence using Instagram, Twitter, and Facebook for Business that connected over 3,000 audiences within 3 months.
* Used marketing tools like Canva, Hootsuite, Google Ads, Instagram Ads, Twitter Promotions, Buffer, Archie, Fiverr and many more for Social Media Marketing.
* Created and maintained Facebook and Instagram Pages to interact with regular guests and attract new seasonal customers.
* Reduced marketing budget by doing Food Photography for the restaurant using my Semi-Professional Photography skills.
* Monitored all brand and concept designs like Menu Designs, Leaflet Designs, Social Media Designs, Interior Designs, etc.
* Increased the catering revenue by 20% by capturing new clientele base like Universities, Corporate Offices and Event Organisations.
* Liaised with international clientele for franchise deals to take FoodRustic internationally.

**MARKETING & EVENTS MANAGER**

**Ulavacharu chain of Restaurants, India** (Sept, 2013 – May, 2015)

Hired as Head of Marketing and events in replacement to their existing conventional marketing manager to take the company to next level and to identify and gain corporate clientele.

**Key Achievements:**

* Trained and supported the team, to ensure brand standards are fully executed at all identified points of service, resulting in brand consistency.
* Monitored market trends, researched consumer markets and competitors’ activities to identify opportunities and key issues.
* Responsible for managing a comprehensive marketing strategy with tactical outcomes and timelines.
* Planned and executed suggestive selling contests for team members.
* Negotiated and closed deal with 15 corporate companies for daily catering facilities with a 27% increase in revenue.
* Pioneered new “International Cuisine Menu” category that increased overall revenue by 5%.
* Created and published necessary forms into digital documents that increased efficiency by 20%
* Established goodwill and built relationships within the community through cross promotions, remote sampling and BOG (Be Our Guest) card distribution.
* Organized and maintained all digital multimedia content using Flickr, Google Drive, and Dropbox
* Planned and organised events with schools, churches, businesses, etc.

**BUSINESS & BRAND DEVELOPMENT MANAGER**

**Aditya Group of Institutions, Asia & Middle-East Markets** (Aug, 2009-Aug, 2013)

Led 45-member cross functional team managing, Telemarketing, Customer Service (Value-added/after sales services), Customer Database, Market Research & Analysis Reports, Customer Relationship Management, Branding, Design and Advertising. Brainstormed new and innovative growth strategies to align the company around brand’s direction, choices and tactics.

**Key Achievements:**

* Creating an enduring brand message that results in increased sales, brand loyalty and improving market share.
* Drove ₹18 million increase in total revenue (12%) in the second year by gradually penetrating international market by developing and implementing marketing strategies for social media and ATL, TTL & BTL advertising channels as well as evaluating the performance.
* Reversed declining sales in Management Courses, boosting revenues 9% in just first year and there on maintained stability by built a strong team, exceeded revenue goals, by creating structured processes and improving cross-functional relationships and communication
* Grew new markets in Nepal and Bhutan (1%) 2012, North East India (4%) in 2012 and (2%) in the Middle East in 2013 by Implemented new website design and enrolment platform.
* Improvised admissions system that increased overall admission revenue of 21% by developing strategic plans including product features, pricing and new promotional approaches.
* Developed and executed major Facebook, Twitter, YouTube and web campaigns within budget and scope of online objectives and dealt with print, online and television media for promotions and marketing.

**BUSINESS DEVELOPMENT EXECUTIVE**

**Avanti Feeds Limited – in collaboration with THAI UNION FEEDMILLS CO., LTD** *(June, 2006 – July, 2009)*

Hired as a business development manager to help the company capture wider market. Established new business in different districts of Andhra Pradesh & few parts of South India and handled the business operations and marketing activities.

**Key Achievements:**

* Played key role in customer acquisitions from different segments of the markets by identifying bottlenecks and implemented new and improved policies and procedures.
* Managed to drive an increase in overall branch sales volume of 24% by successfully capturing new market zones of other states of South India by generating leads and prospect customers.

**ACADEMIC PROFILE & CERTIFICATIONS:**

**Bachelor of Business Administration,** Madurai Kamaraj University, India *(2014)*

**Bachelor of Technology** (Chemical Engineering),Acharya Nagarjuna University, India *(2006)*

**ADDITIONAL SKILLS:**

* Proficient user of all Microsoft office packages, E-mail and internet.
* Intermediate user of Adobe Lightroom and basic user of Adobe Photoshop, InDesign and Illustrator.
* Good knowledge in tools like Buffer, Canva, Wordpress, Hootsuite, Google Ads, Facebook and Instagram Ads

**LANGUAGES:**

**English:** Fluent, **Hindi**: Fluent, **Spanish**: Basic, **Telugu**: Native Speaker, **Malayalam**: Conversational, **Nepali**: Basic

# ACTIVITIES AND INTERESTS:

# Music, Books, Technology & Photography.

# Travelling, exploring new cultures and cuisines, Motor Bike, Cricket & Football.

# VOLUNTEER EXPERIENCE:

# Volunteering as an active member for We Are All Police initiative by Abu Dhabi Police, UAE.

# Volunteered as a Cadet in National Cadet Corps (NCC) and National Service Scheme (NSS), India.

# CERTIFICATIONS:

* Social Media Marketing for Small Business, LinkedIn – July 2017
* Online Marketing Foundations, LinkedIn – August 2017