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 **KEVIN
MARKETING PROFESSIONAL WITH OVER 7 YEARS OF
PROGRESSIVE EXPERIENCE IN UAE AND INDIA**

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**DATE OF BIRTH** **3rd December 1988**

**LANGUAGES** **English, Hindi and Konkani**

**DRIVING LICENSE UAE & India**

 *I am a skilled professional with over 7 years of Marketing and Communication experience across different sectors in UAE as well as India. I have worked with agencies to manage their respective brand partners as well as organizations to achieve their marketing goals. Specializing in Digital, I have helped devise and implement campaigns to build a strong brand presence across various online channels. Experienced in Brand Marketing, I have developed strategies to increase brand awareness and contribute to business objectives.I am highly motivated and committed to deliver effective campaigns and brand activations, while constantly developing my skills and knowledge. I seek to establish myself as a strategic marketing professional by utilizing my expertise to successfully deliver effective solutions.*

**SKILLS**Brand Marketing, Digital & Social Media Marketing, Strategic Planning, Advertising, Client Servicing, Website & Content Management, Agency/Vendor Management, Insights & Analytics

**INDUSTRY SECTORS**Hospitality, Food & Beverage, Consumer Electronics, Real Estate, Retail and Automobiles

**EXPERIENCE**

1. ORGANISATION: **DAMAC GROUP**
*A leading luxury real estate developer in the Middle East*
PORTFOLIO: *DAMAC Properties, DAMAC Mortgage Assist, DAMAC Hotels & Resorts*
LOCATION: **Dubai, UAE**
POSITION: **Asst. Marketing Manager**
TENURE: **April 2017 - December 2017**

KEY TASKS:

* Devise communication strategies to achieve revenue objectives for DAMAC Hotels & Resorts
* Assist the Social Media team on setting objectives, creating content and increasing Facebook engagement through respective ad formats
* Manage hotel collateral requirements with the help of in-house design team
* Create 360 Virtual tours for hotels by liaising with respective tech agencies
* Manage photoshoots for respective hotels by creating briefs, identifying agencies, scheduling shoots and directing projects to achieve high quality visual content
* Devise E-mail marketing plans to promote seasonal offers and hotel activities
* Manage the launch of new hotels like DAMAC MAISON ROYAL THE DISTINCTION which includes organizing the opening event, creating press kits, liaising with the PR team on communication plans and generating post launch content
* Manage the communication requirements for respective Travel & Hospitality exhibitions
* Manage the Audio Visual team to create engaging video content for DAMAC Properties which includes creating story boards, writing scripts, directing the team, sourcing talent and leading the scheduled shoots
* Assist the DAMAC properties team with new project releases and events
* Assist the DAMAC Mortgage Assist team with their respective campaign requirements including offline collaterals, press ads, Google Display Ads, EDMs and product activations
* Collaborate with respective financial partners of DAMAC Mortgage Assist in creating and providing all campaign assets
* Manage closure on agency contracts and ensure timely payments to existing stakeholders
1. ORGANISATION: **Abjar Hotels International**
*A hospitality management company and part of Almulla Group, operates diversified portfolio of hotel property brands in Dubai*
PORTFOLIO: *Ramada Dubai, Ramada Jumeirah and Holiday Inn Express Hotels in Dubai.*
LOCATION: **Dubai, UAE**
POSITION: **Digital Marketing Manager**
TENURE: **April 2015 - March 2017**

KEY TASKS:

* Propose, develop and implement marketing strategies while focusing on revenue generation, conversions and engagement
* Manage the hotel websites, newsletters and social media including engagement, content creation and community management as per the brand guidelines
* Increase website traffic through online advertising platforms and listings
* Increase F&B revenue by partnering with portals like Zomato, The Entertainer, Time Out Dubai and GroupOn
* Manage and audit collaterals for rooms, meeting rooms, hotel branding spaces and F&B outlets
* Increase content score for the hotels across OTAs to achieve higher ranking amongst competition
* Focus on E-mail marketing strategies by effectively targeting the hotel databases through online tools like Send In Blue and Mail Chimp
* Identify and implement opportunities for video, mobile and social optimization for SEO
* Measure and review performance of all marketing efforts
* Propose and implement new marketing initiatives to fit organizational objectives
1. ORGANISATION: **EROS Group**
*A distributor and retailer of world renowned consumer electronic brands in the UAE*
PORTFOLIO: Samsung, Hitachi, Cisco, TCL and Sonos
LOCATION: **Dubai, UAE**
POSITION: **Marketing Executive**
TENURE: **April 2013 - March 2015**

KEY TASKS:

* Build and establish online presence for EROS GROUP through various initiatives including new website development, strengthening social media presence and online advertising
* Conceptualize and execute ATL & BTL communication for brands
* Manage Facebook Ad campaigns to promote new offers and increase fan base
* Build online campaigns on publisher sites like GulfNews.com and KhaleejTimes.com
* Manage content creation for website and social media platforms
* Collaborate with advertising agencies for creating and executing new campaign briefs
* Develop international standard POP/POS at respective retail outlets and dealer stores
* Plan and design print campaigns focusing on strategic positions in publications and magazines like GN Tabloid, Khaleej Times, Sports 360 etc
* Monitor competition and market trends on regular basis
1. ORGANISATION: **Digital Law & Kenneth**
*A specialized digital agency providing interactive solutions to brand partners*
PORTFOLIO: Godrej Interio, TATA Capital, Fashion @ Big Bazaar and Idea Cellular
LOCATION: **Mumbai, India**
POSITION: **Asst. Manager, Client Servicing**
TENURE: **August 2012 - December 2012**

KEY TASKS:

* Led a team of 5 members to manage social media marketing for brand partners
* Design and implement comprehensive digital strategies to increase visibility, generate leads and build website traffic
* Generate engaging content on social media platforms and blogs
* Suggest and implement new features to enhance the online ecosystem for respective brands
1. ORGANISATION: **FCB Interface**
*A full serviced agency delivering award winning campaigns to brand partners*
PORTFOLIO: Oreo India, Mahinda Automobiles, Club Mahindra, Samsonite India, Kamasutra and Nivea India
LOCATION: **Mumbai, India**
POSITION: **Sr. Account Executive, Client Servicing**
TENURE: September 2010 - July 2012

KEY TASKS:

* Content creation that drives high engagement value and brand recall
* Facebook Ad management for brand campaigns to achieve high CTR at low CPC value
* Analyze all initiatives and suggest way forward strategy to increase the established brand presence
* Community management on various social media channels, blogs and forums
1. ORGANISATION: **JPMorgan Chase & Co.**
*A leading global financial services firm*
LOCATION: **Mumbai, India**
POSITION: **Executive, Transaction Processing**
TENURE: **October 2009 - September 2010**

KEY TASKS:

* Transfer funds on behalf of customers/clients
* Use SWIFT (Society for World-wide Interbank Financial Telecommunication) to transfer funds
* Process and verify credits, payments and ATR’s (Advice to Receive)
* Actively participate & suggest initiatives to increase STP
1. ORGANISATION: **Star India Pvt Ltd**
An Indian media and entertainment company
LOCATION: **Mumbai, India**
POSITION: **Marketing Intern**
TENURE: June 2007 - August 2007

KEY TASKS: To assist the Marketing department on the respective campaign activities

**EDUCATIONAL QUALIFICATIONS**

1. **Bachelor of Management Studies**
St. Xavier’s College, Mumbai
Field of study: Marketing
Score: 71%

Completed in 2009

1. **Higher School Certificate**
St. Xavier’s College, Mumbai
Field of study: Science
Score: 59%

Completed in 2006

1. **Secondary School Certificate**
St. Mary’s High School, Mumbai
Score: 80%

Completed in 2004