**JOSHY**

**Email:** **-joshy.392303@2freemail.com**

**SUMMARY OF QUALIFICATIONS**

**15+ years of expertise in digital marketing, specializing in digital transformation, eCommerce, Financial Services, Forex & CFD, Online Trading, Auto Industries and Education. Dedicated to data driven decisions to refine & optimize campaigns and conversions & possesses strong digital technical background.**

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|  | **PPC - Google AdWords, Bing** |  | **CRM Salesforce &** |  | **Social Media Marketing** |  |
|  | **and Yandex** |  | **Web Analytics** |  | **(Facebook, LinkedIn** |  |
| **Programmatic Advertising** |  | **Software (Omniture,** |  | **&Twitter)** |  |
|  | **Double Clicks, Adobe Clouds,** |  | **Google Analytics)** | **All types Affiliate marketing** |  |
|  | **The Trade Desk, AdRoll and** | **Geographically** |  | **Financial IB Marketing** |  |
|  | **Match2One** |  | **excellent knowledge** |  |  |  |
| **Native Advertising – Out** |  | **of Internet marketing** |  |  |  |
|  | **Brain, Redirect and Taboola** | **Conversion Rate** |  |  |  |
|  | **Media platforms - Teads** |  | **Optimization** |  |  |  |

**Certification**

**Double Clicks campaign Manager**

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| **Google Ads 360** |  | **Acquiso Fundamentals** |
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| **Google Campaign Manager** |  | **Sun Solaris** |
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| **Double Clicks** |  | **CCNA** |  |
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**15 Years’ Experience in Digital Marketing.**

**10 years’ Experience in Finance Markets (HYCM Investment Bank) 6 Years’ Experience in Managerial Level**

**EXECUTIVE PROFILE**

 **2016- Present**

**Digital Head**

**Key Deliverables:**

* **Develop and implement global digital strategy**
* **Expertise with programmatic media buying**
* **Carrying out effective research & intelligence into competitor products & other trends**
* **Develop websites/ e-commerce platforms and oversee integration of new designs**
* **Designed annual marketing plans to achieve the organizational goals and monitored the implementation of marketing strategies.**
* **Handling all the campaigns (Online/Offline) and events needs as (marking campaigns, Content, Adv, printing materials, gift items, speakers, designs, hotels booking, media cover, etc...)**
* **Design marketing strategies to include key programs to be pursued, resources, budgets and KPIs**
* **Develop and implement online marketing communications plans, including PPC, SEO and affiliate marketing**
* **Great knowledge within digital ad ecosystem (Analytics, Ad Server, DSPs etc.)**
* **Google AdWords, Yahoo Search Marketing, MSN AdCenter.**
* **Expertise with Facebook/Instagram and programmatic media buying**
* **Build brand awareness and increased visibility for the company**
* **Aggressive marketing to drive New customer Acquisition**
* **Manage online marketing campaigns in PPC, SEO, affiliate, subscriber list growth and partnerships**
* **Develop and expand acquisition channels based on most attractive ROI and scale potential**
* **Implement user retention strategies such as loyalty programs**
* **Develop a CRM strategy, covering all user touch points, with the aim of increased lifetime duration and customer value**
* **Manage customer insight and segmentation work to inform product development to ensure our**

**offering** **meets consumer needs**

* **Management of all outbound communications to consumers by developing a proper brand proposition**
* **Lead subscriber growth against aggressive targets**
* **Controlling Budget and cost for each campaign based on markets seasons and needs**

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|  | **(2007 – 2016)** |
| **Digital Marketing Manager** |  |

**Key Deliverables:**

**Mange PPC Campaigns (Google, Double clicks and Bing).**

**Design marketing strategies to include key programs to be pursued, resources, budgets and KPIs Reduced cost-per-lead metrics while increasing overall lead volumes and conversion**

**Build brand awareness and increased visibility for the company**

**Lead all digital marketing initiatives including search engine optimization, search engine marketing, social media marketing, content marketing, email marketing, campaign landing page development, retargeting and marketing automation.**

**Develop and expand acquisition channels based on most attractive ROI and scale potential.**

**Analyses and prepare materials for all capital markets products and evaluate all approvals for same.**

**Analyze all quarterly reports for investors and identify appropriate market trends for all fund investments.**

**Advised web designing team to make creative landing page and banner ads for generating maximum ads impression, clicks and conversion.**

**Directed communication with Google, Double clicks and Bing for improving our website ads quality. Utilized proper Tracking and suggested tag for optimizing campaign.**

**Developed executive strategies that will increase online sales, conversions, up selling, accessories site optimization and all other e-commerce activities.**

**Assisted in the design and development of all online marketing plans.**

**TARGET VISIBILITY, Dubai (UAE)**

**www.targetvisibility.co.uk** **(2004 – 2007)**

**Online Marketing Coordinator (Reporting to Director)**

**Key Deliverables:**

**Reduced marketing costs, Long term growth in site visitors and Increased sales or leads (generating traffic of company websites).**

**Minimized clicks per site per day 10000 through the popular search engine Like Google, Yahoo and MSN. Created a complete Search Engine Marketing strategy for the clients.**

**Prepared reports, documentations and managed corporate correspondence. Performed market research to work out strategies to generate business.**

**Responsible for the day-to-day operations of a team handling customer queries through email and chat.**

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| **NITYA INFOTECH, Mumbai, India** | **(2003 – 2004)** |
| **Marketing Manager (Reporting to GM)** |  |

**Key Deliverables:**

**Introduced new products to the multinational companies and Banks.**

**Responsible for the day-to-day operations of a team handling customer’s problems.**

**Developed and maintained relationships with prospects as well as new and existing customers.**

**Prepared all the documentations and sales reports and maintained an updated and accurate database of all client contacts.**

**Developed and executed sales plan to identify major customers, communicate and promote the services.**

**Coordinated with the customers on a regular basis to build client relationship and ensured excellent customer service.**

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| **MAS INFOTECH AND MARKETING SYSTEMS, Mumbai** | **(2001 – 2003)** |
| **Assistant Manager (Reporting to Director)** |  |

**Key Deliverables:**

**Involved in Marketing varies product of computer peripherals and internet related product (HP, Compaq And Canon) Verified daily activities of juniors and coordinated with customers.**

**Handled customer’s problems and resolved promptly. Introduced and presented companies varies software.**

**Dealer of Compaq, HP, Acer Cannon and Other computer Products, Distributor of NOW ISP (Internet connection). Developed and executed sales plan to identify major customers, communicate and promote the services.**

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| **PRIME HOLIDAY** | **(1999 – ’2001)** |
| **Area Manager** |  |

**Key Deliverables:**

**Marketed the concept of holidays and investment schemes to individuals and corporate people. Responsible for Resorts booking, tour arrangements and Resorts membership schemes.**

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| **SUMAN MOTELS** | **(1995 –1999)** |
| **Executive, Sr. Executive and Deputy Manager** |  |

**Key Deliverables:**

**Experienced in Sales and Tele marketing, Business Development, Reservations, Online booking, etc. Handled Corporate Correspondence, maintained Rosters, managed Emails and Sales reports.**

**Coordinated with the customers on a regular basis to build client relationship and ensured excellent customer service. Developed and executed sales plans via cold calling, scheduling appointments, exhibitions and presentations.**

**Handled client reservations, resort bookings and other admin related works.**

**Achieved companies & personal objective by delivering consistent contribution to the companies’ managements.**

**Implemented marketing, sales, customer service channel & resources in order to increase productivity service levels, cost efficiency, customer satisfaction & ultimately profitability.**

**Education**

**Bachler Degree (BA)**

**Calicut University Kerala India**

**Certification**

**Sun Solaris (System Admin)**

**Certification**

**CCNA (Network)**

**Certification with Google**

**Double Clicks (programmatic Advertising & Display Ads) Google Ads 360**

**Google Campaign Manager**

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| **Certification** | **Acquisio ( PPC optimize digital marketing)** |
| **Certification** | **Facebook** |
| **PERSONAL VITAE** |  |
| **Date of Birth** | **: 10th February, 1970** |
| **Languages Known** | **: English, Hindi and Malayalam** |
| **References** | **: Available on Request** |
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| **(Joshy)** |  |