Qualified Marketing professional (MBA) with over 10 years’ experience in U.A.E. Consistently delivering exceptional marketing campaigns, content and collateral based on established and innovative strategies. Result-oriented and collaborative professional bringing expertise in brand management and online / digital marketing.



**Work History**



**RAVI**

Marketing Professional (ACIM)

**Contact**

**Address**

Dubai

**Phone**

+971-504753686

**E-mail**

[Ravi-399245@2freemail.com](mailto:Ravi-399245@2freemail.com)

2019-05 -

2020-01

(continuation of previous employment)

**Marketing Specialist**

*In Dubai*

* Prepared and executed multiple marketing campaigns from ideation to completion, both online and offline
* Prepared and sent regular reports to management on status of each campaign
* Advised management on new and innovative marketing ideas to help promote the business
* Maintained the company's online image in line with corporate identity and responded to customer reviews in a professional and timely manner.
* Sourcing, comparing, scrutinizing and negotiating with suppliers
* Internal marketing including celebrations of festivals and important days of the different nationalities who make up our workforce
* Managed an annual marketing budget of over a million dirhams
* Launched the websites for both businesses - workshops and vehicle testing centres, with Arabic translation
* Completed verification of all eight workshops and two vehicle testing centres of AG CARS on Google Maps, set up Google reviews and improved the ratings
* Made a power point presentation about AG CARS and presented it to approximately 50 potential customers at ARABTEC
* Represented AG CARS at a car show and audio system competition at Umm Al Quwain. Presented the awards to the winners of the competition and spoke on behalf of the company.

**Skills**

Event planning & Execution

Excellent

Brand building

Very Good

Budgeting

Excellent

Marketing and advertising

Excellent

Campaign management Excellent

Corporate communications Excellent

Public and Media Relations

Very Good

Campaign development Very Good

Strategic marketing

Very Good

MS Office

Very Good

Marketing

Excellent

Online/Digital marketing Very Good

2013-02 -

2019-04

**Marketing Officer**

*Western Auto, Dubai*

* Prepared budget in accordance with marketing objectives.
* Oversaw creation of marketing collaterals
* Co-ordinated with vendors / media on execution of marketing campaigns.
* Monitored campaigns to ensure and maintain clarity of communications
* Ensured that campaigns fall within allotted budget and achieve maximum ROI.
* Collected data and feedback on campaign outcomes and present to HOD for evaluation.
* Tracked competition and prepared reports to evaluate products / service.
* Explored innovation in marketing and communication and suggested implementation wherever relevant to improve product / service and brand communication.
* Suggested events, activities, seminars, exhibitions in which we could participate, and which were aligned to our marketing goals.
* Selected concepts which aligned with marketing strategy to present to HOD.
* Re-evaluated campaign outcomes based on data analysis from various channels of communication, in order to improve effectiveness of campaigns.
* Executed the launch of a new passenger vehicle brand in U.A.E. from Taiwan called LUXGEN
* Arranged multiple customer vehicle delivery events for our bus brand – King Long
* Arranged yearly customer engagement events for

King Long at premium venues like Bvlgari hotel and Versace hotel

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| --- | --- | --- | --- | --- |
|  |  |  |  |  |
|  | **Languages** |  | 2010-05 - |  |
|  |  |  |  |
|  | English |  | 2013-01 |  |
|  |  |  |  |
|  |  | Superior |  |  |
|  | Hindi |  |  |  |
|  |  | Superior |  |  |
|  | Arabic |  |  |  |
|  |  | Advanced |  |  |
|  | Malayalam |  |  |  |
|  |  | Superior |  |  |
|  |  |  |  |  |



**Marketing Assistant**

*AGMC, BMW Group Importer, Dubai*

* Prepared presentations for management as well as reports to BMW Middle East office on marketing campaigns undertaken
* Prepared annual marketing activities plan for various departments
* Ensured that all AGMC showrooms' appearances are up to date with respect to CI
* Prepared budgets and cost estimates for upcoming events
* Events co-ordination & Post event report making
* Distribution of sales literature and competitor information to the sales team
* Supplier selection and co-ordination for various marketing related requirements
* Updating Social media, company website and iPhone app
* Coordination with creative agency, PR agency and media agency
* Coordinated with the BMW Premium Selection department for weekly newspaper advertisements
* Launched the first mobile application by a dealer for a car brand in the UAE
* Managed the successful launch of the BMW 3 series,

6 series and the K1200GTL

* Managed multiple customer drive events at Dubai Auto drome for BMW, MINI, Rolls Royce and BMW Motorrad
* Managed the launch of the new BMW AGMC showroom in Fujairah

**Education**

|  |  |  |
| --- | --- | --- |
| 2005-06 - | **MBA: Marketing** |  |
| 2007-07 | *Kristu Jayanti College,* |  |
|  |  |
|  | *Bangalore, India* |  |
| 2001-07 - | **Bachelor of Science: Computer Science** |  |

2004-04

*M. S. Ramaiah College of Arts, Science & Commerce, Bangalore, India*

**Certifications**

|  |  |  |
| --- | --- | --- |
| 2015-06 - | **Award in Direct and Digital Marketing** |  |
| 2016-06 | *The Institute of Direct and Digital Marketing, Ireland* |  |
|  |  |
| 16-05-2020 | **Google Ads Display Certification** |  |
|  | *Google* |  |
| 25-05-2020 | **Google Ads Search Certification** |  |
|  | *Google* |  |

**Affiliations**

Associate Member, Chartered Institute of Marketing,

**Additional Information**

U.A.E. Driving Licence

Residence Visa