

**Al Nahda-Dubai**<https://www.brandsfun.com>
<https://helpchildread.com>**OBJECTIVE**

A C-level senior management role with a growth-oriented company, where my strong business acumen and ability to organize, implement, develop, and manage people can help create and drive industry-leading sales and profits.

SUMMARY OF QUALIFICATIONS

Experienced in whole spectrum of marketing communications encompassing digital & offline marketing, SEO, SEM, Social Media Marketing, Business Development, Media planning,. Core strengths are Conversion Rate optimization, Optimizing Landing pages, Performance marketing, Content Mgmt, Digital Analytics, ATL & BTL Trade Marketing, Strategic Brand planning, Media planning, VM Implementation, Sales and Distribution. A focused problem-solver who takes the initiative to create best-in-class practices, completing all responsibilities; highly energetic, detail-oriented executive with strong follow-up skills and a sense of positive urgency.

PROFESSIONAL EXPERIENCE**Brandz Consulting (DU Telecom)****Dubai****3rd Aug Onwards****Account Manager-Enterprise Sales**

Business plan and Data Sales to Enterprise Accounts in UAE markets

Reliance Jio**Kochi****Aug 2015 – 5th July 2022**

Marketing Lead –Online & Offline: Heading the marketing and direct-to-customer ecommerce division for Jio Kerala, overseeing brand health and ensuring customer acquisitions through digital campaigns. Grew the brand to No 1 in a highly competitive market in terms of TOMA and brand consideration pushing revenue to over 1200Cr.Paid Social & Partner Alliance Tie-ups like Camlin, DDRC, and Nokia to increase the overall store walk-ins by 30%.Conceived and executed Welovejio social media campaign to counter negative brand perception, uplifting overall topline in a short time

TataDocomo**Bangalore****Aug 2013 – Aug 2015**

Brand Head: Gained No 3 position for the brand in the highly competitive market with a series of effective campaigns from Aug 2013-Aug 2015, thereby pushing revenues above the 1000 Cr mark. Built a mass following for the brand with 3M interventions (Movie, Music, and Malls)

OneStopm.com**Bangalore****June 2013 – Aug 2013**

Marketing Head: Reporting to the company president, directly responsible for the functions of strategic planning, brand launch and brand positioning as part of the company's senior management team. Designed new website and devised SEO, SEM, and SMM plans

TataDocomo**Bangalore****June 2009 – June 2013**

Brand Manager: Launched Brand in Karnataka circle, creating a massive dent in incumbent player revenues & market shares. Positioned Tata Docomo from new operator to top 4 in market standing through a mix of various brand initiatives. Strategised GTM for 3G Rollout as the first private 3G operator in Karnataka.

TataIndicom**Kochi****June 2006 – June 2009**

Asst Manager: Responsible for overall outdoor visibility (OOH) & branding. Effectively drove prepaid business unit marcom operations including POS, Activations, ATL and merchandising. Responsible for PR meets & releases for new products.

Management Trainee:**Mumbai, Hyderabad, Chennai****June 2005 – June 2006**

Devised a Predictive churn model to predict customer churn via regression model. Devised channel strategies for Non-Stop Mobile along with GTM Plans

EC-council :(Part-time)**Hyderabad****Feb 2004 – Sep 2004**

Business Communication Executive: Played a significant role in closing first major deal in the Indian market.

Maruti Enterprises:**Bangalore****Feb 2002 – June 2003**

Sales Supervisor: Cold Calling & Identification of Electrical Resellers in the defined area. Sales of products like MV panel, ELMCBs etc.

EDUCATION, COMPETENCIES, CERTIFICATIONS & AFFILIATIONS**M.B.A. – Major: Marketing & Finance- ICFAI Business School – Hyderabad-2003-2005-7.95 GPA****Bachelor: Electrical and Electronics Engineering- LBSCE- Kerala-1997-2001- 66 %****Google Ads Search Professional, Google Ads Display Professional, Google Ads Video Professional, Google Analytics****Individual Qualification, Performance Marketing Professional-Growth School, Digital Marketing Internship Training-****Digital Deepak, Careerkickstarter SEO Certification, IELTS: 8 Band score****Editing Tools:** Canva, Adobe Photoshop, Corel VideoStudio, Invideo**Accolades:** Best OOH Project in Jan 2015 National Brand Meet, COO Excellence award in marketing in 2011, 6th in NTSE