

JOHN JACOB

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BUILDING NO.15, NAJMA, DOHA, QATAR

**CAREER OBJECTIVE**

In search of for a chance to reap successful career in the areas of Marketing Management, Digital Marketing, Artificial Intelligence Acquisition, Implementation, Budgeting, Supervision and Team Leading. Above 12 years of experience in Planning, Organizing Marketing Strategy, Conducting Qualitative & Quantitative Research, Adverting Promotions, Event and Exhibitions Management, SEO, SEM, PPC (Planning, Implementation & Optimization), Social Media Marketing, Organic link building, Email marketing, Mobile and Video Advertising, Google Analytics Reporting, Creative Development Coordination, Media planning & Buying, Public relations, Sales promotion.

PROFESSIONAL EXPERIENCE**YALLA CHECKINN – QATAR**

22 Mar 2018 – Till Date

Digital Marketing & SEO Specialist

Job Responsibilities

- Identify and prioritize digital marketing objectives.
- Develop the company's online marketing strategy, planning and budgeting.
- Developing and managing search marketing campaigns and social media accounts and campaigns.
- Utilizing a range of techniques including paid search, SEO and PPC.
- Managing online brand and product campaigns to raise brand awareness.
- Managing the redesign of the company website, Artwork Creative Direction and Content writing coordination and approval.
- Devising strategies to drive online traffic to the company website by improving the usability, design, content and conversion.
- Implementing activities for improving the quality of online content.
- Research and forecast future sales and performance trends.
- Lead, train, supervise and motivate members of digital marketing team.
- Research competitors, provide suggestions for improvement and evaluating customer search criteria.
- Measure ROI and KPIs.
- Track and measure SEO and Google Analytics metrics and provide reports.
- Review the performance improvements of the websites and monitor SEO.
- Review new technologies and keep the company at the forefront of developments in digital marketing.
- Review Artificial Intelligence technologies and explore new developments in the digital landscape to find ways to more effectively deliver the communication and business objectives.
- Attended WTM, LONDON as company delegate to pursue new trends in Social Media and Search Marketing.

CENTRAL TECHNOLOGY SYSTEMS - INDIA

01 Jul 2014 – 31 Jan 2018

Marketing Manager, India

Job Responsibilities

- Managing, maintaining, developing marketing strategies and monitoring weekly marketing activities.

- Sales development and track product pricing and targets, product positioning as per new requirements in market.
- Analyzing the progress of revenue-generation goals, identify opportunities to bid for new projects, Fund management, and proposal preparation as needed for business development department.
- Monitor competitive trends and customer needs; create comparison tools of all competing products to make proper marketing plan and branding.
- Exhibitions and event management coordination, event timeline organizing, financial planning, troubleshooting issues and generating sales leads and its conversion coordination.
- Media buying and its coordination in making creative's with Advertising Company.
- SEO, SEM, Pay Per Click planning, implementation and optimization, conversion tracking, running display and remarketing paid search campaigns, Social Media marketing, implementing organic link building, YouTube video and mobile advertising, analysis and reporting with Google Analytics.
- Developed and implemented interactive marketing strategies for improved search engine performance, attracted users to websites and drove growth, resulting in traffic increases.
- Analyzed data to identify trends generate reports and adjust campaigns as necessary to produce the most optimal ROI.
- Consult regularly with the senior management teams to discuss, evaluate and plan corporate-wide strategies and organizational initiatives and marketing growth.
- Delivering first quality training and support to marketing team to encourage professional development and service excellence and reports to Director Middle East.

MARK VENTURES - INDIA

04 Jan 2010 – 30 Jun 2014

Marketing Manager

Job Responsibilities

- Conceptualize, define and manage to execute marketing plan with diverse range of marketing programs, innovative promotional campaigns and advertising programs through implementation of various Medias to achieve designed results.
- Referral marketing and digital marketing to leverage customer base to get the word out locally and on SEO,SEM, Online PR and blogging, Social media marketing, real-estate portals management, and email marketing coordination.
- Media negotiation, buying and creative explanation and coordination with Advertising Company.
- Organizing events and exhibitions, coordination, managing and executing without any hurdles.
- Initiate and execute the internal process for lead management, ensuring that all qualified leads are delivered to the Sales team time to time.
- Analytical report making to measure campaign effectiveness and adjust tactics and reports to CEO.

QUALITY HORIZONS - KSA

12 Apr 2008 – 19 Aug 2009

Marketing Manager & Consultant

Job Responsibilities

- Developing & implementing innovative marketing and advertising strategies to promote business and increase sales leads and conversions.
- Coordinating with internal Advertising Company for creative development, printing & promotional activities.
- Digital marketing activities supervision on affiliate & Social media marketing and email marketing.
- Managing and leading a team of 7 marketing and sales coordinators across KSA, Egypt & Jordan.
- Data reviewer and coordinator for management consulting projects in Saudi Arabia.

- Market research and analyzing market trends based on competitive intelligence for other clients in consulting and reports to General Manager.

AMALA INSTITUTE OF MEDICAL SCIENCES - INDIA

16 Jul 2007 – 12 Feb 2008

Public Relations Officer

Job Responsibilities

- Responsible for providing and coordinating marketing of two departments specialties (Cardiac and Sports medicine) of hospital.
- Coordinating to make lead revenues.
- Worked closely with senior management, doctors and department heads to formulate and execute strategies, initiatives and new processes and technologies to support of hospital business growth, improve patient satisfaction, and enhance staff productivity and overall operational efficiency.
- Responsible for coordinating and implementing Continuing Medical Educations and health camps.
- Managing internal & external junior public relation officers and reports to Director.

SUNNY DIAMONDS - INDIA

21 Jun 2006 – 12 Jul 2007

Marketing Manager

Job Responsibilities

- Responsible for strategic planning, implementing and monitoring retail & international business.
- Evaluation of competitors, current and new market in quarterly basis. Preparing advertisement year planners and coordinating with Advertising Company.
- Analyzing buyer's suggestions regarding in their expectation in demands.
- Implemented capability process business tools and reports to CEO.

EDUCATION

- Master of Business Administration - 2006
- Bachelor of Commerce - 2004

COMPUTER SKILLS

- MS Office, ERP, Adobe Photoshop (Beginner)
- Online Marketing – Google AdWords Certified Professional

PERSONAL INFORMATION

- DOB : 21/05/1982
- Passport No. : N1193534
- Language Proficiency : English, Hindi, Malayalam, Arabic -Beginner
- Driving License : India, Saudi Arabia

INTERESTS

- Reading, Playing football