

Dynamic and results-oriented professional leveraging **nearly 12 years** of experience in digital marketing, focusing on enhancing customer engagement and driving performance in the retail sector. Targeting to apply expertise in digital marketing management within the B2C sector in the UAE.

## CONTACT

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## EDUCATION

- **2012**  
Master of Computer Application from Anna University, Chennai, Tamil Nadu
- **2009**  
Bachelor of Computer Application from St. Aloysius College, Thrissur, Kerala

## CORE COMPETENCIES

- Digital Marketing Strategy
- Social Media Management
- Strategic Planning
- Performance Marketing
- Crisis Management
- Audience Segmentation Strategies
- Customer Engagement Techniques
- Performance Metrics Analysis
- Brand Development Strategies
- Stakeholder Management
- Market Research and Insights
- E-commerce Optimization
- Event Marketing Coordination
- Cross-Channel Marketing
- User Experience Enhancement
- Digital Advertising Trends
- Vendor Management and Collaboration

## AWARDS & ACHIEVEMENTS

-  Enhanced customer engagement through innovative digital marketing strategies, leading to a boost in brand visibility & sales performance.

# BALU KS

## Digital Marketing Lead

### PROFILE SUMMARY

- Cultivated a skill set in digital advertising, campaign management, and analytics, **prioritizing the enhancement of customer engagement and the optimization of marketing performance** across various platforms.
- Directed the **digital marketing initiatives** at Royal Group in Ajman, UAE, managing a team while facilitating the shift from **conventional marketing practices** to innovative digital strategies.
- Expertise in **leveraging sophisticated digital marketing tools and platforms**, such as Asana for project management for performance tracking and reporting.
- Realized a substantial shift in marketing strategies, leading rise in ROI after the successful launch of an eCommerce platform that has emerged as a crucial revenue source.
- **Showcased exceptional leadership** by managing a cross-functional team of 10, **promoting collaboration** to achieve goals.
- **Achieved successful integration of various technologies and vendor solutions** to elevate online advertising initiatives, **resulting in enhanced campaign effectiveness and broader customer outreach**.
- Extensive knowledge of current digital marketing trends and best practices, **executing innovative strategies** that resonate with the industry standards.
- Possess a diverse skill set in digital marketing, including expertise in Google Ads, SEO, and performance analytics, **enabling the design and execution of data-driven campaigns** that effectively target & engage customers across platforms.

### WORK EXPERIENCE

#### Jun-2017 - Present: Digital Marketing Lead at Royal Group, Ajman, UAE

##### Role:

- Playing a part in managing and optimizing all search marketing activities, including PPC, display and video advertising, and SEO (local and national).
- Establishing digital marketing campaign performance monitoring and reporting for the company and clients, and project managing multiple digital initiatives of significant scope and complexity.
- Leading email and mobile campaign strategy development with the internal business partners, emphasizing cross-channel integration.
- Leading the strategic development of mapping out card member product touchpoints to be translated into multichannel digital communications.
- Working with retargeting (both site and list-based) advertising campaigns.
- Managing schedules and adhering to processes to ensure each email and mobile communication is deployed on time.
- Assisting in building & implementing multichannel communications to existing customer base by collaborating with website pixel & paid display media channel.
- Updating and optimizing content for websites and blogs, including posting new content & editing existing pages with copy, graphics, multimedia, & social media.

##### Achievements:

- **Digital Transformation:** Spearheaded the transition from traditional to digital marketing strategies, successfully introducing and integrating digital marketing methodologies which enhanced the company's marketing capabilities.
- Introduced and integrated MoEngage as a key online advertising tool.
- Introduced & deployed Conversational AI on customer engagement platforms.
- **ROI Improvement:** Achieved a substantial increase in ROI, with digital marketing initiatives contributing to a 300% boost in returns following the launch of the eCommerce website.
- **Performance Marketing:** Developed and executed performance marketing strategies, including PPC, SEO, and social media advertising, to drive online growth and enhance brand visibility.
- **Team Leadership:** Managed a diverse team of 10 professionals, including 3 Executives, 2 Designers, and 3 agency partners, managing their work and ensuring alignment with marketing objectives.
- **Vendor and Technology Management:** Coordinated with multiple vendors and integrated advanced online advertising tools and technologies to optimize campaign performance.
- Utilized platforms such as Asana for work automation and SOHO for project management.
- **Software Integration:** Implemented and utilized various software applications to streamline marketing processes, including CMS for website updates and MIS tools for reporting and analysis.
- **Marketing Innovations:** Introduced innovative digital advertising methods, leading to improved customer engagement and acquisition.

## TECHNICAL SKILLS

- Google Ads
- Social Media Ads
- Snapchat Ads
- LinkedIn Ads
- Salesforce
- Exact Target
- Adobe Campaign
- Server:** Google Cloud, AWS
- Programing Languages:** PHP Programming, Asp.net, JavaScript, WordPress, WooCommerce, Open Cart
- Database:** Oracle, MySQL, SQL Server

## PERSONAL DETAILS

**Address:** One Tower, Ajman - 2327

**Languages Known:** English, Hindi, Malayalam, Tamil

**Date of Birth:** 19<sup>th</sup> May 1989

**Driving License No:** 348089

**Passport No:** T5564736

**Nationality:** Indian

**Marital Status:** Married

**No. of Dependents:** 2

- Spearheaded a comprehensive digital transformation strategy that increased overall lead generation by 45%.
- Implemented advanced data analytics tools to monitor campaign performance, resulting in a 25% reduction in cost-per-acquisition.
- Orchestrated multi-channel marketing campaigns across social media, email, and search platforms, achieving a 30% boost in customer engagement.
- Developed and executed a content marketing strategy that drove a 35% increase in organic search traffic and enhanced brand visibility.
- Led a cross-functional team to design and launch a targeted ad campaign that generated a 15% higher conversion rate compared to previous initiatives.
- Utilized A/B testing methodologies to optimize ad copy and landing pages, improving click-through rates by 22%.
- Conducted market research and competitor analysis to inform strategic planning, resulting in a 28% improvement in campaign ROI.
- Established and managed key partnerships with influencers and industry leaders, contributing to a 18% growth in social media followers.
- Leveraged CRM data to segment audiences and personalize marketing efforts, leading to an increase in email open rates and a 20% rise in click-through rates.
- Introduced innovative SEO tactics and keyword strategies, which enhanced website rankings and led to a 32% increase in organic search traffic.

## May 2015 - Dec 2016: Web Developer & Digital Marketing Specialist at Etihad Airways, Abu Dhabi, UAE

### Role:

- Supported team members with research skills, market analytics, and statistics used in quarterly reporting for leaders and stakeholders.
- Led new team members in identifying innovative approaches to messaging deployment on new media.
- Developed multi-platform marketing eDMs that boosted bookings for company.
- Tracked traffic flow and click-through data to determine the most efficient messaging strategies for innovative products and services using Salesforce.
- Participated in a team-focused department committed to client satisfaction and accelerated performance.

## Jun-2014 - May 2015: SEO, SMO & Web Development and Marketing Expert at Corner Stars LLC, Abu Dhabi, UAE

### Role:

- Collected and analyzed sales data, utilizing web traffic metrics such as page visits, transaction size, link popularity, click-through rates, and cost-per-click.
- Conducted online marketing initiatives, including paid ad placements, affiliate programs, sponsorship programs, email promotions, and viral marketing campaigns on social media sites.
- Designed, built, and maintained websites using authoring or scripting languages, content creation tools, management tools, and digital media.
- Conferred with management or development teams to prioritize needs, resolve conflicts, develop content criteria, and select solutions.
- Backed up files from websites to local directories for instant recovery in case of problems.

## PREVIOUS EXPERIENCE

### Jun 2012 - May 2014: Web Developer at Bravns InfoTech, Cochin, Kerala