

Joemon Johnson

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PROFESSIONAL SUMMARY

Analytical and strategic Manager with excellent problem solving skills. Organised, efficient and always willing to go the extra mile for on-time content delivery. High-energy, organised Analyst, highly effective in project and personnel management and market trend identification. Desires an upper-level marketing or account management position. Tech-savvy with more than 7 years in integrated marketing, testing, search engine optimization, Pay-Per-Click and social media marketing. Seeking a management position offering opportunities for new challenges and career growth. Motivated with solid experience managing all levels of large scale projects, including budgeting and administration.

WORK HISTORY

01/2018 - 01/2019

Peniel Technology LLC

Business Systems Analyst

- Responsible for managing significant digital marketing projects ensuring that they are delivered within the budget and scope.
- Meet with agencies / stakeholders on regular basis to review website performance and ensure integration of insights into digital marketing strategy.
- Develop performance-marketing campaigns across a range of channels such as paid search, Facebook / social media ads, monitor, and optimize channels.
- Defined and tracked campaign effectiveness and adjusted strategies accordingly.
- Cultivated effective partnerships with engineering, marketing, sales and customer support staff.
- Coordinated art and graphics creation for effective merchandising.
- Communicated marketing teams' plans and accomplishments to verify alignment with senior management objectives.
- Worked with the communications team to drive internal promotion of company programmes, initiatives, guiding principles and mission.
- Analysed business developments and monitored market trends.

SKILLS

- HTML, XML, Tag Manager, Trend Analysis.
- Testing: A/B testing,
- Budget
- Business Intelligence
- Social media expert
- Budget development and management
- Marketing plan development
- ROI analysis
- Strategic thinker
- Industry analyst relations
- Graphic design
- Persuasive
- Social commerce
- Natural leader
- Product marketing specialist
- Strong time management
- Online and mobile consumer marketing tools
- Social media engagement
- Publishing expertise
- Web 2.0 savvy
- Product forecasts
- Product lifecycle management
- Quantitative and qualitative market research
- Positioning
- Story development and brand management
- Exceptional copywriter
- Corporate messaging
- E-mail and direct mail marketing campaigns
- Special events planning

- Initiated market research studies and analysed findings.
- Applied sales forecasting techniques and strategic planning to verify sales and profitability of products, lines and services.
- Reviewed the financial aspects of product development, such as budgets, expenditures and research and development appropriations.

06/2015 - 03/2018

SAP-CONCUR

Analyst

- Concur is the leading Travel and expense company in the world catering to around 400 + fortune 500 clients across the globe.
- It was recently acquired by SAP and since the system has changed as SAP Concur with the Payroll of SAP.
- Engage with key Clients, internal and external, to understand the product and user requirements of the solutions we are creating across the Globe •Running SQL queries in the Database to exactly get the issue that has been giving trouble across the systems.
- Setup of Taxes such as VAT in the European Countries and GST setup in India.
- Implementing new Credit Card Feeds for different clients depending upon their requirement, WNS GLOBAL SERVICES LTD, PUNE.

ACCOMPLISHMENTS

- Increased net revenue by spearheading and leading a comprehensive marketing campaign.
- Consistently commended by upper management for spearheading and leading effective marketing campaigns.
- Supervision
Supervised team of 72 staff members in SAP and 7 members In Peniel Technology.
- Creative Problem Solving:
Resolved product issue through consumer testing.
- Computer Proficiency
Used Microsoft Excel to develop inventory tracking spreadsheets.
- Reporting
Documented and resolved issues which led to project Enhancements.

- Thought leadership content development
- Business case development
- Multivariate testing knowledge
- Digital marketing
- Strategic marketing
- Creative and innovative
- Market research

EDUCATION

2017

Pune University | Pune
MBA: Information Technology

2014

Pune university | Pune
Bachelor of Science: Computer Application

CERTIFICATIONS

MBA in IT from PUNE University. •Bachelor in Computer Application from PUNE University. Personal Info Nationality: Indian Visa Status: Valid until 29th January 2019