

CURRICULUM VITAE

SYED VIQUAR UDDIN



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Visa Status: Employment Visa

Work Experience: 3 years

**DIGITAL MARKETING
SPECIALIST**



★ Career overview

A dynamic, creative, strategic and passionate Digital Marketing Professional & Search Expert with more than 3 years of experience increasing brand visibility, Product Management, Sales Management, profitability and performance for diverse organizations in both size and sector, including popular Brands in International Market. High-energy and passionate about getting results with strengths in creating real time business decision making processes and identifying ROI drivers.

★ Highlights

Digital Marketing Strategies

- Search Engine Marketing
- Display Marketing (Banner ads)
- Social Media Marketing
- EDM (Email Marketing)
- Programmatic Advertising
- Remarketing
- Search Engine Optimization
- Web Analytics and Tracking
- Online Reputation Management
- Digital PR & Brand Videos
- Website Development
- Affiliate Marketing
- GEO based advertising
- Inbound Marketing
- Content Marketing
- Video Marketing

Professional Experience:-

Company: Hamptons International (Subsidiary of Emaar Properties)

Designation: Digital Executive.

Duration: April 2018 to Present.

Hamptons International is a wholly owned subsidiary of Emaar Properties, it is a premier international real estate company in Dubai offering an extensive portfolio of properties in the UAE and internationally. With more than 140 years of experience, Hamptons offers unrivalled expertise and services in Residential / Commercial Sales and Leasing, Property Management and Valuations and Research, and management of new off-plan project launches.

Responsibilities & Duties:

- Responsible for Digital Marketing strategy, planning and execution.

Educational Qualification

- Bachelor of Engineering in Information Technology.
- Polytechnic Diploma In Computer Engineering.

Certifications:

- Google Adwords Certified Professional.
- Google Analytics Certified Professional.
- Adwords Certified Advanced Search.
- Adwords Certified Advanced Display.
- Adwords Mobile advertising Certified
- Adwords Shopping advertising Certified.
- Google Video Advertising Certified.

- Strategic planning and executing Digital Marketing lead generation campaigns for Property launches (Off plan and secondary market properties) in GCC and globally.
- Execute Digital marketing campaigns for all web and mobile platforms that cover online activities, SEM, display advertising, social media advertising, email marketing, affiliates marketing, in-app advertising, activities.
- Implementing Advanced campaigns structuring, Remarketing and Programmatic Advertising.
- Responsible for Design/Development/Management of company website/micro sites/landing pages in line with the latest market trends and equipped with all the company's property listings linked via in-house CRM.
- Responsible for creating promotional & weekly HTML newsletter and market it on company/external email database.
- Accountable for results and reporting of all sales leads, actions and enquiries.
- Responsible for planning and budgetary control of all digital marketing
- Daily tracking of stats, conversion rates and making improvements to the website
- Using both paid and unpaid Marketing strategies for SEO, Content marketing.
- Devising strategies to drive online traffic to the Company Websites/Microsites/Landing pages
- Review new technologies and keep the company at the forefront of developments in digital marketing
- Develop and implement a robust social media strategy that fosters trust, increases sales and boosts brand awareness with content that makes users want to share, tweet and point to social media success

Company: Schon Properties (Conglomerate Schon Group)

Designation: Digital marketing Specialist.

Duration: Oct 2017 to Apr 2018.

Key responsibility is to drive Digital marketing transformation within Schon Properties, it's part of diversified conglomerate Schon Group and thereby enhancing the customer experience at various digital touch points. Focusing on innovative Digital solutions and integrated Marketing campaigns, to increase brand affinity of Schon Properties as leading real estate Developers.

Responsibilities & Duties:

- Developing and implementing Digital Marketing strategies for Schon Properties and Schon Group sub-brands
- Implementing Advanced campaigns structuring, Remarketing and Programmatic Advertising.
- Leading the Digital marketing transformation project, developing websites and landing pages for generating leads – Residential and Commercial sales, Leasing, Retail, Offices.
- Developed and managing company's websites.
- Strategic planning and executing Digital Marketing campaigns for Properties Sales event launches and exhibitions In UAE and other countries
- Responsible for planning and budgetary control of all digital marketing
- Work with COO and Sales & Leasing Advisors on new projects to identify marketing trends for campaigns based on thorough research of target audience
- Using both paid and unpaid Marketing strategies for SEO, Content marketing.
- Develop and implement a robust social media strategy that fosters trust, increases sales and boosts brand awareness with content that makes users want to share, tweet and point to social media success
- Work and collaborate with Web Developers and Graphic Designers for launching of new microsites, landing pages and newsletters.

- Analyzing online user behavior, conversion data and customer journeys, funnel analysis and multi-channel attribution
- Performing ROI analysis to evaluate efficiency and effectiveness of different marketing campaigns Analyze different campaigns across all channels and provide results and recommendations to improve typical campaign KPIs

Company: *54 East Investments LLC (Al Mulla Group)*

Designation: *Digital marketing Specialist.*

Duration: *Oct 2016 to Oct 2017.*

54° East (A Group of Al Mulla) is a holding company with a wide range of interests, and experience across the Food & Beverage spectrum in the MENA region. 54° East has strategically expanded its portfolio to include a chain of restaurants and coffee hubs along with Food truck franchises.

Operating companies: Roundup, ATE Hospitality, World Logistic and Al Mulla Capital.

Brand Rights: Bio Bean, Alreef Dates, Ginza St. Bakery, Brooklyn Bros, Chicken Inasal, Atomic Ice Cream Labs, Anytme Ice Cream, Restaurantstore.ae, 54 Diner, Wacky Waffles and Purple Pot.

Responsibilities & Duties:

- Pay Per Click (PPC) campaign setup and optimization.
- Set Digital marketing strategy and executive plan for all web and mobile platforms that cover online activities, PPC, SEM, display advertising, socialmedia advertising, direct marketing, email marketing, affiliates marketing, mobile advertising and remarketing activities.
- Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review and optimization of paid search campaigns.
- Optimization of Google Adwords through ongoing testing of ad copy, landing pages, bidding strategies, ad extension and more.
- Management, Implementation and tracking Return on investment (ROI) of Google Adwords & Social media campaigns.
- Strong knowledge of website analytics tools (e.g., Google Analytics, Adobe Analytics, Webtrends, NetInsight)
- **Campaign Summary Report:** AdWords Campaign Summary report to know the Clicks, Impressions, Cost & Conversions of the selected date
- **Ad Performance Report:** Detailed Ad Performance to know the leads generated by Campaign, adgroup, keyword, landing pages etc., and analyze the clicks, impressions, cost and conversions to know the opportunities to increase or reallocation of budget.
- **ROI Reports:** Prepare Master ROI reports to know the revenue made from PPC spend all the way down to the keyword, to allocate budget for top performing keywords to increase overall marketing.
- Regular monitoring of Campaigns & Ad groups and bid adjustment to improve the ranking positions. Check for Keywords that are ranked below first page, 2nd page or 3rd page and adjust the bidding to rank higher and to know how you are performing compared to the competitors.

SEO

- Strategy Planning & Execution for Search Engine Optimization.
- On-page Experiments to improve results (page speed, internal linking, headings, content, images).
- Keyword Research, Keyword Competition Analysis, Density of keywords within Content.
- Optimized web site content, meta-tags, keyword phrasing, and keyword density to improve organic search engine ranking pages (SERPs).

- Off-page Optimization includes Directory Submission, Article submission, Blogging, Social Book Marking, Link Exchange, Social Media Marketing.
- Daily follow up on implementation of SEO on-site and off-site best practices
- Develop and implement Schema.org and Accelerated Mobile Page recommendations.
- Developing websites using CMS Tool such as Wordpress, Drupal, Magento.
- Developed and maintaining company's websites.
- Successfully developed and maintaining company's E-commerce websites.
- Setup, deploy and manage POS systems for chain of restaurant brands.
- Experience in SaaS solutions (QuickBooks, Zoho CRM,).

Company : ICS Technology Services Pvt. Ltd.
Designation : SEO & Digital marketing Executive.
Duration : June 2014 to July 2016.

Responsibilities & Duties:

Digital Marketing

- Pay Per Click (PPC) campaign setup and optimization.
- Analysis and reporting of results to clients, as well as making performance recommendations.
- Planning and implementing Digital Marketing plans, traffic forecasts, and budgeting for three of the major clients including a B2B Marketplace, a Social Media platform for professionals and a video competition portal
- Managing seasonal digital marketing brand campaigns including creative development, website refreshes and site development and all agency deliverables.
- Monitoring the success of Adwords, Bings, Microsoft & Social Media Campaigns Through Google Analytics, Web analytics, KPIs and dashboards
- Social Media Optimization activities (Twitter, Facebook, Instagram, LinkedIn Etc.) competitive analysis
- Improve post reachability and engagements in social media channels
- Create and Manage social media ads campaigns and day to day activities.

Search Engine Optimization

- Developing and implementing effective SEO strategies for various in-house portals with the goal of improving their overall visibility on the internet and in turn increasing revenue.
- On-page optimization (meta tags, Alt tags, proper body content , keywords Research, Sitemaps,)
- Off-page optimization (offpage submission, link building, bookmarking.
- Procuring quality inbound links from blogs, forums and other relevant sites.
- Making appropriate comments on relevant, do-follow blog sites to procure backlinks.

Key Competence:

- **Search Engine Optimization(SEO)**
- **Search Engine Marketing(SEM).**
- **Adwords Development and Management.**
- **Affiliate and Email Marketing.**
- **Social Media and Mobile marketing.**
- **Web Analytics (Google Analytics, Adobe Analytics, NetInsight, WebTrends)**
- **Advanced excel Metrics Reporting**
- **Social media paid Advertising and Marketing.**
- **CMS websites Development (Wordpress, Drupal).**
- **Project management and leadership.**

Training and Diploma

- **Diploma in Hardware and Networking.**
- **Post Graduate Diploma in Computer Applications.**
- **Cisco Certified Network Associate Training.**
- **Microsoft Certified professional training.**

STRENGTHS:

Good communication and inter personal skills.

Enjoy taking challenges & reaching targets.

Loyal to the management with strong self-respect.

Young professional Engineer and

- Developing, generating and interpreting periodic campaigns performance reports using web analytics/Google analytics.
- Generating detailed monthly SEO reports using Google analytics.

X Technical Skills

Operating system: Windows Xp/7/8/10, Windows server 2008,2012.

Programming Skills: HTML, HTML5, PHP, CSS3.

Software Skills: Photoshop, Microsoft Office.

SEO and Tools: On page Optimization, Off-page Optimization, WEB CEO, Google Website Optimizer, Google Webmaster Tools, Alexa, Compete, Adword Editor, Raven tools(trial) and more on need.

Keywords Tool: Word Tracker, Google Keywords planner, Google Trends, SEMrush.

Web Analytics Tools: Google Analytics, Adobe Analytics, Web Trends, NetInsight, Google Webmasters.

Online Marketing Campaign: Google Adwords, yahoo/Bing Ads, Microsoft Adcenter & Social media marketing.

Website Designing Skills; Wordpress, Joomla, Drupal..

Network Hardware: Switches and Routers.

X Declaration: I hereby declare that all the above information is true and best of my knowledge.

i Details: -

Passport details

PP No : L6298891

Issue : 27/11/2013

Expiry : 26/11/2023

Nationality - Indian.

Driving License details:

1. Indian

Languages known:-

English – Fluent

Hindi – Fluent

Urdu – Fluent

References: - Available on request.

(Syed Viqar Uddin)