

Adheeth Ibrahim

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Professional Summary

- Experienced **Digital Marketing & eCommerce** Professional with more than a decade of experience in growing top consumer brands across Finance, Retail, Lifestyle & F&B.
- Having deep knowledge and hands-on experience in growing brands across **India** and the **Middle east**.
- Managing Business Growth, **Customer acquisition**, Customer Retention, Digital Marketing, **Strategic partnership**, new Brand launch, Marketing & product **Analytics**, and **Business planning**.
- Specialist in setting up small and large digital marketing teams from scratch.
- Proficient in Search and Social media platforms, SEO optimization. Build, plan and implement the overall digital marketing strategy. Manage and oversee various digital marketing channels.
- Track and measure SEO and Google Analytics metrics. Lead, supervise and motivate members of the digital marketing team. Research competitors and provide suggestions for improvement.
- Keep abreast with industry trends and best practices. An out-of-the-box thinker with a flair for identifying emerging trends & addressing requirements to achieve organizational objectives and profitability norms.

Core Competencies: Strategic Planning | Business Operations | Facebook Marketing | Display Campaigns | Email marketing | ORM | Content Strategy | Corporate Communication | Brand management | Marketing communications | Business Development | Market Assessment | Market Entry strategy | Project management | CRM | Loyalty | eCommerce

Experience

Autobahn Corporation, Abu Dhabi | Aug'20 till present | Head – Digital Marketing - Setting up a team to handle the digital requirements of the group companies which is into Automotive, Hospitality, Real estate and Pharma.

Clients: Doors Freestyle Grill (Dubai), Haeal.com, Autobahn Trucking, Nippon Toyota, Fanplay IoT. Running eCommerce websites for Haeal and WildfireDXB | **Media:** Currently managing monthly media of 250k AED/month.

- Used Digital and doubled the business of restaurant business within a year by fixing performance marketing, reviews and a highly optimized website.
- Monitor Social Media page analytics to viable ideas. Post updates, news and announcements in a timely manner using appropriate content. Perform research to find articles, stories, resources and other content that is relevant to our user base.
- Respond and react to changes within social networks functionality, etiquette, reporting etc. Monitor and present relevant data, trends, successes, exceptions etc. Utilize great web etiquette skills to ensure you deliver the right message online, help people, stimulate discussions, encourage debate etc.
- Prepare a content strategy outline and submit it to content team for further development. Get the designs done from the design teams. Taking approvals from the management. Making monthly reports. Planning for good campaigns
- Conceptualise and manage digital marketing projects (new launches and major campaigns etc) and execute campaigns in the most efficient manner. Manage the Social Media, SEO and Content strategy. Set up build community through existing and new social media channels.
- Gather data for insights on sustained community growth. Engaging the customers on social networks. Deliver monthly social media reporting to increase focus on key, actionable metrics to the management. Analyse the promotional campaigns to maximize results. Fostering the adoption of Social media tools.
- Analyze brand positioning and consumer insights. Shape and communicate our vision and mission. Translate brand elements into plans and go-to-market strategies. Define deployment roadmap
- Ensure product copy and content is compliant with brand guidelines and develop a communication strategy. Craft brand and product development strategy, develop and oversee the online and offline marketing calendar and implement creative campaign. Validate it with steering instances at Global level
- Monitor its progress ensuring that schedule, process, performances and budget are respected. Support in setting-up appropriate governance and monitoring process at Market level to ensure smooth implementation within Market. Deploy the platform/project at a more global level in target Markets, leveraging the experience and knowledge gained in the initial phase to deploy the 'roll-out' mode.

Tablez Food Company Pvt Ltd, Kochi | July '17 till Aug'20 | Head – Digital Marketing

Key Brands: Toys'R'Us, GO Sport, Cold Stone Creamery, LuLu Exchange, YOYOSO

- Created digital strategies and launched 7 international brands in India. Store launch campaigns achieving initial day FF and sales. App Launch campaigns – Tablez Rewards in UAE, LuLu Money. Part of the ecommerce and loyalty core teams. Heads the creative backend for LuLu Exchange - both offline and online creatives. Launched and ran campaigns in Myntra for Fashion Brands.
- Facebook & Instagram lead generation campaigns. Display ads, In-App ads, YT ads for Branding. Managing a team of 15 people based out of Kochi Location
- Revamped and launched LuLu Exchange website for 11 countries. Launched Tablez group corporate website. Launched landing pages and campaign pages for various campaigns for branding and lead generation. Launched www.attablez.com – single online window for all the Tablez Brands.
- Analyse long-term market trends, customer needs and evaluate competitive landscape to develop business strategy that ensures long-term success. Define & manage competitive intelligence process
- Develop adjacent products, markets, and regional opportunities. Conduct competition analyses and intelligence to identify revenue and growth opportunities. Drive digital marketing excellence across the region through demand generation and brand building. Ensure functional strategies align with and support overall business strategy. Use Management Operating System to drive right behaviours & results
- Ensure all client needs are met and effectively manage any client concerns, escalating as needed. Maintain working knowledge of client accounts as well as new and existing products. Identify and grow strategic accounts and also acquire new accounts. Manage sales cycles with stakeholders
- Serve as a key member of the executive team that sets the company's strategic direction. Review the sales process, improve conversions and win ratios. Lead sales presentations and communicate company's value proposition to clients. Monitoring Client management & Client Portfolio
- Lead branding initiatives through various communication channels in collaboration with sales, Marketing and Corporate Communications. Manage materials to support branding initiatives.
- Generate business analysis to track selling, identify key trends and maximize opportunities in the assortment in order to achieve continued growth and profitability. Identify and plan differentiated and impactful marketing strategies. Manage marketing budget and expenditures

Key Highlight: Ran a viral campaign for Cold Stone which garnered over 4m viral organic reach and excellent offline redemptions.

Freecharge Payment Technologies Pvt Ltd, Bangalore | April '16 till March'17 | Manager – Social Media

- Content creation and amplification strategies. Viral Video Production. Reputation Building and Management. Branding Campaigns – Display | YouTube | Hotstar | other impact property management
- Event/Movie Partnerships. Radio Campaigns. Performed detailed bidding strategies and managed landing page optimization and tracked URLs. Developed daily reports of performance analysis of clients and co-ordinating with the US team. Work towards quarterly and yearly Digital Marketing department performance targets and ensure that all campaigns are run at the given budget, ROI and deadlines.
- Track, measure, and analyse all initiatives to report on SEM ROI. Manage the strategy and setup of paid campaigns. Collaborate with marketing team to maintain a consistent brand voice
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies. Manage & generate reports for metrics, revenue tracking and paid search initiatives.
- Works in conjunction with creative design services to gather required creative assets and branding requirements. Execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with client goals.
- Manage new paid search campaigns, ad groups, and accounts in the creation of paid search marketing. Align specific search queries to appropriate landing pages to increase conversion rates

Key Highlight: Freecharge was declared the No:1 Brand in Social During IPL

Housejoy.in (Sarvaloka Services On Call Private Ltd), Bangalore | Jan '15 till Feb'16 | Marketing Manager – Social Media

- Content Strategy (Blog, Social Media). Facebook Advertisement / Lead Generation. Facebook campaigns custom audience building, remarketing, adroll.com. Driving Social Traffic to website, blog
- Lead generation campaigns using FB & SEM, email marketing. App install campaigns using affiliate & Social Media. Create engaging multimedia content across multiple platforms.
- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights. Identify target audiences, objectives and desired outcomes of marketing campaign. Measure program effectiveness and KPIs to drive continuous improvement in strategy
- Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity. Set targets to increase brand awareness and increase customer engagement.
- Contributes to business planning at the executive level to develop a marketing strategy consistent with the organization's overall vision, and objectives. Leads annual brand planning exercising and is responsible for challenging insights and recommendations.

ING Vysya Bank Limited, Bangalore | Jan '13 till Jan'15 | Marketing Manager – Social Media

- Campaign Development, Facebook advertising. Facebook campaigns - custom audience building, remarketing, adroll.com. Agency Management – Creative's / Media Buying. Analytics – Facebook insights, Google analytics, Email on acid. Ecommerce Alliances for Debit Cards / Net Banking.
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews. Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency.
- Set clear objectives, research and define target audiences, develop marketing and communication strategies, and measure adoption. Conduct customer research and apply your insights to these and other initiatives. Formulate content strategy and plan a detailed content calendar.

Tarang Software Technologies, Bangalore | April '11 till Dec '12 | Client: Volvo IT | Social Media Analyst

- Daily monitoring the buzz about AB Volvo, Volvo Construction equipment and Trucks in the Social media. Business Intelligence report for Volvo IT with competitor and Partner analysis. Includes HR trends also. Works with Omniture, Google Analytics, Scoutlabs and various other free monitoring tools.
- Key Skills: Sentiment Analysis, Social Media Monitoring and Tracking, Excel. Develop and manage digital marketing campaigns. Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, Google Plus, etc. Compile performances report using Google Analytics
- Identify marketing trends and ensure that the brand is in front of the industry developments. Build and manage rich contents like blog posts, ebooks, info graphics, reports, etc. which attracts qualified traffic.

Wipro Technologies, Bangalore | Aug '06 till Aug '08 (2 years) | SAP BIW Support

Client: Cardinal Health, US | **Duration:** 18 months **Designation:** SAP BI Consultant **Environment:** SAP BI 7.0

SAP BIW Implementation | Client: Wales & West Utilities, UK | 3 Months | SAP BW 3.5 - Initial Project where I was given the opportunity to learn SAP BW 3.5 and work with the creation of Process Chains, ODS, Cubes etc

- Involved in the preparation of System Maintenance Technical Document (SMTD) for SFA (sales force automation) BI, Creation and monitoring of Process chains. Designed BEX reports.
- Lead project work stream activities, working with internal and external cross-functional groups. Adhere to project plans, tasks, and deliverables; identify dependencies and resource requirements. Appropriately communicate project status, escalate issues, and manage timelines and action items
- Work closely with the SAP Run Team in the prioritization, testing, and deployment of system change requests and providing support. Participate in the project stages with accountability to understand, validate and value adding documentation of business needs.

Experience (concurrent with college studies) | Kochivibe.com / Fashionbangalore.com (Co-Founder) | May '09 till April'11 Kochi, India

Designed and executed strategy for Online Branding and Social Media Marketing for Kochivibe.com, lifestyle e-magazine for the city of Kochi. Created successful long lasting relationships with clients and identified areas where the website could venture into (both offline and online) to create a product portfolio.

- Wordpress Customization. Social Media Marketing – Facebook and Twitter (Pages, Facebook ads etc). Google Analytics Tracking. Google Adwords. Creating Event Proposals and other Documentation work. Content Development. SEO and SEM. HTML, PHP, SQL. Facebook IFrames (for landing pages). Branding
- Planned and Executed Miss Kerala Beauty Contest Facebook App Contest. Social Media and RFID implementation for events study. Oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission.

Blogger & Webmaster | March '00 till present

- Started my internet journey in 2000 by being a webmaster at Adheeth.com. Started blanksms.com, a mobile forum in 2002 for providing mobile downloads through WAP. An active blogger since 2006 and blogs about Technology, Entertainment, Movies and Fashion.
- Optimize loading speeds for all geographies/devices. Debug pages and fix broken links or images Address user complaints. Optimise website for search Manage Google. Analytics Maintain monthly reporting of website stats on website performance and other defined KPIS Ensure website uptime.

Education

- MBA in International Business (Marketing) | Christ University | 2011 | Christ University | 69%
- B Tech in Computer Science & Engg | Model Engineering College | 2006 | Cochin University | 70.9%

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