

# BALU KS

## SR. DIGITAL MARKETING OFFICER

### CAREER OBJECTIVE

Results-oriented professional with 9.5+ years of experience and proven knowledge of customer loyalty, buyer awareness, and retail sales. Aiming to leverage my skills to successfully fill the Digital Marketing Manager role at your company.

### EXPERIENCE

#### SR DIGITAL MARKETING OFFICER

Royal Group, Ajman, UAE / Jun 2017 - Present

- Play a hands-on role in managing and optimizing all search marketing activities, including PPC, display and video advertising and SEO (local and national).
- Establish digital marketing campaign performance monitoring and reporting for company and clients. Project manage multiple digital initiatives of significant scope and complexity.
- Lead email/mobile campaign strategy development with internal business partners, with an emphasis on cross-channel integration.
- Lead in the strategic development of mapping out card member product touchpoints that will get translated into multichannel digital communications.
- Familiarity working with retargeting (both site and list-based) advertising campaigns.
- Manage schedules and adhere to processes to ensure each email/mobile communication is deployed on time.
- Assist in the building and implementation of multichannel communications to existing customer base by collaborating with website pixels and Paid Display Media channels.
- Update and optimize content for websites and blogs, including posting new content and editing existing pages with copy, graphics, multimedia, social media, etc.

#### WEB DEVELOPER & DIGITAL MARKETING SPECIALIST

Etihaad Airways, Abu Dhabi, UAE / May 2015 - Dec 2016

- 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 effective multi-platform marketing eDM's that boosted booking for company.
- Tracked traffic flow and click-through data to determine most efficient messaging strategies for innovative products and services using Sales Force.
- Participated in a team-focused department driven by a commitment to client satisfaction and accelerated performance.

#### SEO, SMO & WEB DEVELOPMENT AND MARKETING EXPERT

Corner Stars LLC, Abu Dhabi, Abu Dhabi / Jun 2014 - May 2015

- Collect and analyze sales data, using web traffic metrics such as page visits, transaction size, link popularity, click-through rates, and cost-per clicks.

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### EDUCATION

#### ANNA UNIVERSITY Chennai, Tamil Nadu

Master Of Computer Application [MCA]  
(May 2012)

#### ST. ALOYSIUS COLLEGE Thrissur, Kerala

Bachelor of computer application [BCA]  
(Jun 2009)

### ADDITIONAL SKILLS

Google Ads  
Social Media Ads  
Snapchat Ads  
LinkedIn Ads  
Salesforce  
Exact Target  
Adobe Campaign

### SERVER SIDE

Google Cloud  
AWS

### PROGRAMING

PHP Programming  
Asp.net  
JavaScript  
WordPress  
WooCommerce  
Open Cart

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- Conduct online marketing initiatives, such as paid ad placement, affiliate programs, sponsorship programs, email promotions, or viral marketing campaigns on social media Web sites.
  - Design, build, or maintain web sites, using authoring or scripting languages, content creation tools, management tools, and digital media.
  - Confer with management or development teams to prioritize needs, resolve conflicts, develop content criteria, or choose solutions.
  - Back up files from web sites to local directories for instant recovery in case of problems.

### **WEB DEVELOPER**

*Bravns InfoTech, Cochin, Kerala / Jun 2012 - May 2014*

- Write, design, or edit web page content, or direct others producing content.
- Design, build, or maintain web sites, using authoring or scripting languages, content creation tools, management tools, and digital media.
- Back up files from web sites to local directories for instant recovery in case of problems.
- Develop databases that support web applications and web sites.
- Write supporting code for web applications or web sites.
- Perform web site tests according to planned schedules, or after any web site or product revisions.
- Establish appropriate server directory trees.

### **REFERENCES**

**References available upon request.**

### **DATABASE**

Oracle

MySQL

SQL Server