

UNNI SUKUMARAN

Marketing & Operations Director

High-achieving Marketing & Operations Director offering 7 years of progressive experience in Real Estate & Citizenship by Investment (Immigration) Market. Strategic decision maker and operational problem solver. Develops successful programs that drive company growth. Dedicated Real Estate Marketing & Operations professional with a history of meeting company goals utilizing consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand.

Work History

Jun 2020
- May 2022

HEAD OF MARKETING & OPERATIONS

AQUA Properties International Dept. (Aqua Investments)

- Reporting to the Chairman and working closely with the overall business and budgetary responsibility for the department.
- Formed strategic partnerships and connections with potential clients to drive business development.
- Scale-up company's annual income to **AED 22 million from 9 Million/Annum.**
- Formulated and implemented strategic policy initiatives according to guidelines set by the board of shareholders.
- **Enhanced profit by 32%** on Aqua Investment's balance sheet by adopting the most advanced sales and marketing strategies.
- Developed the CBI/RBI business from the scratch and positioned Aqua Investments as the Leading immigration house in the region.
- **Positioned the company as Best No.3 in the Middle East Best Immigration firm** recognized by Gulf News in 2020 by strategically implementing marketing and customer retention policies.
- **Successfully marketed 60+ international real estate projects** including the UK, France, Portugal, Turkey, and the Caribbean Islands.
- Have consistently outperformed the budgetary targets in terms of direct revenues and cross-sell targets and has been consistently recognized as a top-performing employee throughout the tenure with the organization
- Have direct access to more than 14 endorsement bodies from the UK who endorse businesses under UK Tier 1 Innovator Programme
- Secured exclusive access to 12 Government Endorsement bodies in the UK for the UK
- Successfully launched Global offices in Pakistan, Iraq, Iran, Afghanistan, and Egypt
- Recruited an 8-member sales team, later increased to 14
- Managed Marketing, operations, and sales Department budgets and staff
- Grew sales and boosted profits, applying proactive management strategies and enhancing sales training.
- Increased sales by offering advice on purchases and promoting additional products
- Solved customer challenges by offering relevant products and services
- Introduced fully automated business follow-up/CRM/Sales through **Verified Official WhatsApp Account.**

Personal Info

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Skills

- Analytics and Data Insights
- B2B & B2C Sales strategy
- Budget Management
- Business development and expansion strategy
- Business Strategy
- Conflict management
- Customer acquisition & Retention strategies
- Data Analytics
- Dispute management (Administrative & Quality)
- Marketing strategy
- Organization legal policy building
- P&L analysis and performance management
- Product design and promotions
- Sales & Marketing strategy
- Standards enforcement & Staff utilization policies
- Knowledge of business operations

Sep 2017
- Jun 2020

MARKETING & SALES MANAGER

AQUA Properties International Dept. (Aqua Investments)

- Reporting to the Director with responsibility for operations, and Marketing.
- Overseeing Business Development, Sales pipeline analysis, and strategy formation.
- **Lead 750+ Lead Generation campaigns** across all social media, Email Marketing, SMS Marketing, and tech-driven Geo Tagging Marketing.
- First GCC Marketer **introduced AI-Big data-driven marketing strategy**.
- Managed all aspects of deal structuring; New product developments including Real Estate, Residency Citizenship, and Investment products.
- Managed sales and marketing including developing strategic business plans, ensuring overall profitability, revenue growth, maximum market penetration, brand awareness, and client satisfaction
- Created and expanded sales presentations to new and existing customers increasing net **sales revenue by 38%** in sales.
- Developed unique promotions through digital and conventional marketing that generated 1,500+ leads/per week
- Increased Lead flow **42%** within three months while decreasing CPL
- Instructed sales staff on cross-selling and up-selling techniques resulting in increased net sales revenue by **32%** in sales.
- Introduced fully automated business follow-up/CRM/Sales through Verified Official WhatsApp Account
- Enhanced firm's online platform through a website redesign, user-centric functionality upgrades, targeted social media
- Developed a series of integrated marketing programs, utilizing targeted list development, direct mail, social media, Google Ads
- Successfully set up the operations division for Aqua Investments in 2017; recruited a new admin team and positioned Aqua Investments as a significant player in the regional CBI/RCBI market for the first time
- Designed sales pitch, sales strategy, follow-up training, calling pitch, prospecting pitch, objection handling
- Lead Marketing department and generated more than 68K leads with a **61% prospect rate** and **7.7% conversion rate**, which was recognized as an all-time high for the industry
- Designed and strategized customer care/follow-up system for the administration department
- Improved operations through consistent hard work and dedication.
- Evaluated costs against expected market price points and set structures to achieve profit targets.
- Performed competitive analyses and adjusted sales and marketing strategies accordingly.
- Introduced Google and Facebook dedicated account managers in Marketing Campaigns.
- Introduced WhatsApp verified account for lead generation.

Oct 2016
- Aug 2017

MANAGER- OPERATIONS & MARKETING

Footprints Real Estate Brokers LLC, Dubai

- Planning & execution of all marketing promotions for all new projects
- Assure the listing quality and work closely with property listing portals
- Implemented strategies for lead generation and clients retention
- Introduced and executed strategized for social media and branding
- Successfully hosted 8 sales events for Damac Properties in Abu-Dhabi and Dubai
- Overseeing the day today activities of all operations team including admin and accounts department
- Successfully set up Tele calling department and managed quality management
- Work closely with real estate developers such as Emaar, Damac, Nshama etc
- For their promotional campaigns
- Won second runner up award for most lead generated real estate company- Dubizzle 2017 Dubai
- Implemented deal origination, execution and distribution and lead the BDM team for various business development activities and led the BDM team for various business development activities.

EXPERTISE

UK Innovator Visa Startup Programme

STARTUP PORTFOLIO

- Steelcart- Steel Marketplace
- Roomee- Proptech startup
- Mango- A gaming platform
- Olympia- Online Game Startup
- RentID- Proptech startup
- Setteo- Sportstech startup
- UNIPOWA- Real Estate Ecommerce Startup
- Cozy30- Online meeting platform
- Konnectrix- Social media for fresh graduates
- ELMS- Edutech platform

UK StartUp Visa Programme

- Legal.Tech- Legal Tech Platform (Legal Tech)
- Mortgage now- Online mortgage platform (Fintech)
- Real Fresh- Marketplace for refurbished homes

Portugal D7 Visa Services

Portugal Golden Visa Programme

UK Skilled Worker Visa Programme

Helped more than 80+ families successfully relocate to the UK and Portugal

Education

Mass Communication and Journalism, Post Graduate

Central University of Pondicherry, Union Territory of Pondicherry

Mass Communication, Bachelor of Arts

Shivaji University, India

Certificates

- Google Advertising Certified
- Facebook Blueprint Certified (Meta for Business)
- Google Advanced Digital Marketer (Google Certification)
- Fundamentals of Google PPC, Display Advertising
- WhatsApp for business certified agent (Meta for Business)
- Fundamentals of digital marketing- Google Certified
- Google Certificate SEO & SEM
- Social Media Marketing

Awards

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| Sep 2019 | Employee of the Year |
| Sep 2020 | Emerging Indian Entrepreneur |
| | Innovative Start-Up Company |