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blessenonline@gmail.com



Dubai, United Arab Emirates

WORK EXPERIENCE

DUBAI

July 2017-
Nov 2019

MARKETING SPECIALIST

TAKAFUL EMARAT, DUBAI-UAE

- Develop marketing strategies for projects, including company websites and social media
- Develop and communicate marketing plans, campaign results and project recommendations to senior management team
- Outlining and presenting specifications for all design requirements.
- Monitoring Creative team members in development and project progression.
- Search engine optimization & social media marketing management

DUBAI

July 2016-
July 2017

MARKETING DIRECTOR

GLOBAL MEDIA, DUBAI-UAE

- Search engine optimization & social media marketing management
- Implementing creative solutions for corporate identity projects and overseeing the merchandising development and delivery.
- Suggesting improvements on design and functionality.
- Presenting fresh creative approaches to clients
- Communicating design strategies to clients and other creative developers.

SHARJAH

March 2013-
July 2016

SENIOR GRAPHIC DESIGNER

SEDAR GLOBAL, SHARJAH-UAE

- Involved in the creation of various materials, such as books, advertisements, magazines, websites, and so on. My typical job duties of a include coordinating junior designers, following client briefs, discussing job requirements, producing original ideas, using video editing software, and commissioning photographers and illustrators.

BANGALORE

May 2011-
March 2013

ART DIRECTOR

PICSEAN MEDIA, BANGLAORE-INDIA

- Analysed client's requirements and generated creative ideas by working closely with the copywriter
- Mentored new creatives, reviewed their 'books' and managed new teams on placement with the agency
- Liaised with editing suites to oversee the finished product

BANGALORE

Nov. 2007-
May 2011

CREATIVE DESIGNER

CREATIVE MANZA, BANGLAORE-INDIA

- Works in areas of marketing and advertising to create various materials, such as product labels or brochures, that provide information about a client's offerings. They design these materials using paper sketches and digital illustration software.

EDUCATION

MBA

2018 -2019

DIGITAL MARKETING

University of Wolverhampton, United Kingdom

B.Sc

2015 -2018

VISUAL COMMUNICATION

Bharathiyar University, Tamilnadu, India

P.G.

2006-2008

MULTIMEDIA & ANIMATION

CAAD Centre, Kerala, India

B.Com

2003 -2006

COMMERCE & MANAGEMENT

Kerala University, Kerala, India



BLESSEN JOHN

EXPERIENCED MARKETING SPECIALIST

A highly dedicated Marketing Specialist with more than 13+ years of experience in marketing professions. A passion for digital marketing and creative solutions combined with a rational approach has led to an impressive portfolio of high concepts. A hands-on approach to the entire marketing and creative process means that each project is curated with the utmost attention from inception to final delivery. A strong communicator with the ability to convey ideas clearly to clients as well as to Top managements and seniors.

Now i am working as
Marketing / Creative Specialist
on freelance basis.
December 2019 - Present

Linked In
[linkedin.com/in/blessen-john](https://www.linkedin.com/in/blessen-john)

Skype
[blessen.john1](https://www.skype.com/user/blessen.john1)

MY SKILL



ADOBE CC



SEO & SMM



DIGITAL
MARKETING



CONTENT
MARKETING



BRANDING



WORDPRESS



ECOMMERCE



VIDEO
DIRECTION



SOCIAL MEDIA
GRAPHICS



MAC iOS &
WINDOWS OS



STORY BOARD



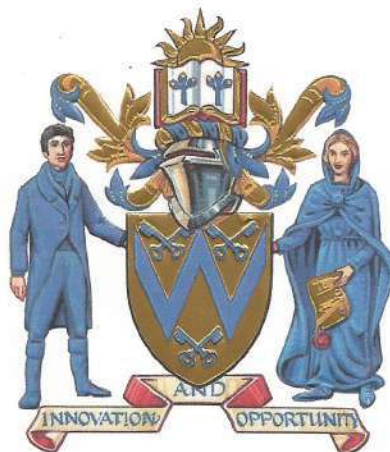
Portfolio link

https://drive.google.com/drive/folders/1TT8RiAbedPEa_z2PvIKoaR8tXv_Wqu-?usp=sharing

REFERENCES

Mr. Shahid Safdar
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Mobile no: +971 50 738 2337

UNIVERSITY OF



WOLVERHAMPTON

This is to certify that

Blessen Pappachan John

has been awarded the degree of

Master of Business Administration

29th July 2019

Geff Layan

Vice-Chancellor

1910350/1-209313

A Wigney

Academic Registrar



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