# VALUE PROPOSITION

Leading Digital Projects as the interface between Marketing and IT departments with the aim of maximizing capital efficiency and business value, reducing OpEx in critical times.

# EXECUTIVE SUMMARY

A self-driven, assertive, resourceful, and intensely concentrated individual with expertise in digital project planning, management, and analysis.

Managing multiple and varied digital projects for ALSAYER Holding and subsidiary companies with primary focus on TOYOTA, LEXUS brands. Setting up and implementing the overall company’s digital transformation and marketing strategies that get results, grow leads, retention, and conversions.

Strong in Online Marketing by maintaining consistent history of optimizing spend, improving efficiency of campaigns, & increasing digital sales YoY.

# SKILLS

PROFESSIONAL

|  |  |  |
| --- | --- | --- |
| Digital Project Management | Data Analysis  | Magnolia | NetDirector | JIRA |
| PPC | SEO | SEM | Email Marketing | Google Analytics, Tag Manager | Lead Management - SAP C4C |
| Strategic Planning | Vendor Relations | HTML, CSS, SQL |

PERSONAL COMPETENCIES

|  |  |  |  |
| --- | --- | --- | --- |
| Team Management | Drive for Results | Leadership & Mentoring | Cross Functional Collaboration |

# EDUCATION

* 1994 - 1997 Master’s Degree in Computer Applications, India
* 1991 - 1993 Bachelor’s Degree in Mathematics

# PROFESSIONAL PROFILE

**DEPUTY MANAGER – DIGITAL MARKETING – Feb’ 2012 - Present – ALSAYER HOLDING**

**Key Accountabilities’**

Digital Transformation Projects

* “ALSAYER” App (After Sales Support)
	+ Lead the design creation of the overall style of ALSAYER APP, covering UI and UX
	+ Lead the development team to Integrate payment gateway with internal systems (SAP). where customers able to purchase aftersales products, book a service and renew insurance
	+ Created App launch strategic plan to roll out to Toyota and Lexus Customers
	+ Provide App Analytics to understand the customer behavior – Downloads Vs In-app purchases
* ALSAYER Dealers Portal (<https://dealers.alsayergroup.com>) the first ever, a one-stop online portal for dealers to negotiate and buy after-sale products
	+ Responsible for analyzing the project requirements
	+ Spearhead the design and development of website by ensuring product and functional requirements are delivered as per the business objectives
* Lead Management System
	+ Lead the Design and development team to create an intranet portal that helps salesmen manage prospects - by providing vehicle information, comparing specifications with competitor vehicles, manage test drives, and ultimately helping salesman to create a sales order
* e-Commerce Portal – Toyota and Lexus (Launching in Sep’2022)
	+ Collaborate with internal (Marketing) and external teams (Vendors) to design, develop and implement e-commerce portal for Toyota.com.kw and Lexus.com.kw

Digital Project Management

* Enhance operational efficiency and customer service levels by developing a comprehensive digital solution
* Assuring the projects are completed on time or before the deadline, by identifying resources and budget needs throughout the project
* Develop web development strategies and manage the entire development process from the initial design to website deployment
* Continually enhance the guest experience and end-to-end journey on the group's digital platforms (websites and apps)
* Direction and oversight of digital platforms across the organization, in collaboration with the Commercial and IT departments to oversee existing and upcoming projects, as well as upgrades.
* Develop ALSAYER's digital platforms continuously so it stays ahead of the curve and is optimized for success.

Strategy

* Develop digital marketing strategy by studying economic indicators, tracking changes in supply and demand, identifying customers and their current and future needs, and monitoring the competition
* Manage digital marketing campaigns from strategy development to planning execution that includes creating media plan, scheduling campaigns, timelines to drive leads and post-campaign analysis
* Strategize annual digital marketing budgets including the recommendation of appropriate channels, and tactics
* Develop and manage demand and lead generation/user acquisition strategy by working closely with sales and product team
* Identifying trends, target audience and devising digital campaigns that engage, inform, and motivate
* Analyse the performance of digital marketing campaigns across all channels to hit customer acquisition goals within defined ROI targets (e.g. direct response, referrals, lead generation, website calls)

Stakeholder Collaboration

* Work closely with business directors, cross functional teams in deployment of digital strategies including media planning and buying
* Work on digital intelligence/analytics: measure, evaluate, and optimize marketing-related content performance in all digital communication channels

Budgeting

* Prepare the Digital Marketing budget and consolidate it to ensure the business unit meets the top line, gross margin, and net contribution targets

Social Media and Content Performance

* Work on social intelligence/analytics: measure, evaluate, and optimize marketing-related content performance in all digital communication channels
* Design and implement social media strategy, manage digital campaigns, and develop community outreach
* Plan, guide & execute an overall content marketing strategy, devise a publishing schedule & creation of the editorial calendar
* Work with brand and creative team to develop and drive digital initiatives across all the brands
* Work with internal teams on content creation and curation for social media, including co-management of the editorial calendar, and directing the development of visuals and other creative assets on social media platforms to increase campaign effectiveness

Internal Management

* Manage product initiatives by teaming up with marketing and product teams
* Coordinate internally with marketing to device recommendations on digital marketing campaigns in-line with business objectives and priorities

Agency and Vendor Management

* Maintain a network of external and internal agencies, technology vendors, and colleagues to provide day-to-day support for the execution of digital marketing initiatives, and to ensure that projects are completed efficiently and to a high standard, on-time, and within budget.
* Analyze the performance of digital campaigns in collaboration with marketing teams as needed to ensure all vendors and agencies are delivering the best value in terms of both quality and value to drive efficiency, improve ROI.

Team Management

* Manage the digital marketing function team by setting functional plans, organizing work activities, monitoring performance versus plan to ensure that work activities are conducted efficiently and in a procedurally compliant manner
* Create an inspiring team environment with an open communication culture · Set clear team goals · Delegate tasks and set deadlines

Kaizen

* Goal setting and examining key metrics on a regular basis and actioning on the changes pro-actively with a data-centric approach
* Ensure all digital platforms have clearly defined metrics to evaluate success and continuous, measurable improvement
* **IT Manager** - Dec’ 2009 - Jan’ 2011, Forum International Management Consultant - UAE
* **Technical Support Lead** (Freelancer) - Jul’ 2009 - Dec’ 2009, Zenith Business Solutions – KUWAIT
* **Senior Webmaster** - Oct’ 2006 - Jun’ 2009 for Bader Al Mulla Group & Sons, MITSUBISHI – KUWAIT
* **Webmaster** - Jan’ 2002 - Sep’ 2006 for Al Sayer Group, TOYOTA & LEXUS – KUWAIT
* **Web Programmer** - Apr’ 2000 - Dec’ 2001 for Web Global Media – KUWAIT

PERSONAL PROFILE

* Nationality: Indian
* License: Holding Kuwait Driving License