

## PROFESSIONAL OBJECTIVE

A highly efficient, innovative and methodical Digital marketing manager with experience of supporting sales departments by reviewing, developing, defining their overall marketing strategy. Can relate well with people at all levels and has the flexibility of working well as part of a team or individually. Comfortable working in a fast paced, firsthand, growth orientated work environment and possessing a proven ability to ensure that brand messages, standards and communications are understood and implemented effectively. Now looking forward to a making a significant contribution to the marketing department of a company that offers genuine opportunities for progression.



# UTKARSH DUTT

## PROFILE

- Initiative-taking and Responsible Management Professional with 9+ Years of cross industry experience in developing and managing relationships with Senior-level management and institutional investors in diverse industries.
- Experienced in Client Relationship, people management, Brand Management, Social media marketing in diversified Industries.
- A result driven individual with a core focus on team success, who understands the need to develop and meet demanding Key Performance Indicators.
- Handling team of Client servicing & Marketing & Media division for one of the Leading

## WORK EXPERIENCE

**Company Name** - Transworld ship Mgmt.

**Designation**- Digital Marketing Lead

- Advising client on digital marketing, product management, user experience and strategies to improve customer acquisition, conversion
- Developed an integrated marketing platform that increased customer engagement, drove revenue and enhanced content creation.
- Integrated website analytics, chat and CRM platforms giving full visibility into consumer behavior
- Strategic preparation for multiple Social Media Channels.
- Marketing and Promotions: Driving marketing and promotions to increase penetration of digital contents
- Account Management: End-to-end account management of digital content partners including contracts, commercials and periodic business reviews.
- Collaboration: Preparation and Implementation of PPC (Pay per Click) campaigns at Google AdWords, Facebook, LinkedIn, Twitter and Bing
- Develop and execute plans to increase page views, unique visitors, and dwell time and site - stickiness- to encourage repeat usage.
- Analytical Ability: Utilizing analytical ability to evaluate end-to-end customer experience across multiple distribution channels and customer touch points.

Third-party Administrator in UAE.

- Well-equipped academic & professional credentials along with exposure to the market dynamics of the most emerging markets in the Middle East, has allowed me to offer a unique combination of skills that are currently in high demand at the cutting edge of a very fast paced, rapidly changing and maturing markets.
- Proficient in Full Administration Functions, vendor Management, operation handling, Policy management, purchase handling, Event Management
- Possess strong analytical & critical thinking skills, with an ability to make thought out decisions
- Able to communicate and build relationship with Potential clients.
- Willing to contribute ideas and Professional opinion to any project.
- Can quickly identify problems as well as provide appropriate solutions
- Promotional advertising campaigns and public relation initiatives.
- Energetic & initiative-taking with a high degree of cultural sensitivity

- Analyzing adoption of products on the channel & making continuous improvements based on performance, trends & insights.
- Source & evaluate customer research, market conditions and competitor data. Coordinate with channel partners on online product campaigns to raise product / service awareness and penetration
- Handling and enhancing everything about brand management & Responsible for identifying and prioritizing digital marketing objectives, creating and communicating Marketing targets.
- Making weekly and monthly reports along with benchmarks and targets

**Company Name - Aafiya Medical Billing Services LLC (Aafiya TPA)**

**Designation- Assistant Manager Marketing & Public Relations**

- In a business-critical role making a substantial contribution to the future growth of the company Combined with exceptional Networking and Strategic Marketing techniques, have added productivity to the sales with effective communication through BTL activities, Sales Promotions, Corporate events along with market segmentation and forecasting.
- Responsible for all corporate marketing, Public relation, Event Management, product launch
- campaigns, including the delivery and results for a key strategic initiative.
- Developing a marketing team to implement strategy & delivering on objectives.
- Design implement & facilitate an effective local & national marketing strategy.
- Conducting effective research & intelligence into competitor products & other trends.
- Constantly improving business development activities.
- Overseeing and managing financial budgets.
- Manage daily activities with PR, press and marketing communications agencies.
- Develop partnerships & relationships with third parties to meet strategic objectives.
- Identifying key marketing opportunities. Making sure that campaigns run to deadline and on budget.
- Online campaigns, web site, use of digital/social media. Budget setting and control, including measurement and return on investment.

# PERSONAL DETAILS

Date of Birth: 06th Feb 1987

Nationality: Indian

Marital status: Married

Permanent Address: 13/345 Geeta  
Colony Delhi, India Pincode-  
110031.

Current Address: Flat no -117 A  
block Tiger Al Qadisiya tower  
Al- Nahda - Dubai

Visa Status: On Employment Visa

Interests and Hobbies:  
Collecting Gizmos, Travelling

- Setting the scope, implementation, management & review of marketing campaigns
- Managed the digital marketing, business strategy, customer insights and social media- driving innovative, breakthrough initiatives & marketing campaigns across the Middle East,
- Managed the Strategic Marketing Plans from all the region, as well regional marketing campaigns, tactics & programs
- Managed both B2B, B2C & B2G business models and ensured successful implementation
- Launched the premium valued added Health services - Dahab to grow sales and increase “Aafiya portfolio” share
- Lead the customer experience and digital effectiveness project & delivered customer journey per therapy area
- Digitization of the marketing department with a need-gap analysis and set up strategies, KPIs, objectives etc.
- Develop integrated email marketing campaigns & transfer it across the region after tailoring it as per market dynamics
- Work with digital agencies to develop social media strategy (including Facebook, Instagram, YouTube, LinkedIn...etc.) that builds brand awareness, drives engagement among our community and build brand following
- company online platforms and mobile applications.
- Managed the development and continues update of the digital content for our online Business & Innovation
- Developed & deployed the necessary training materials for stakeholders to drive the change management
- Provided timely detailed Analytics report for all online platforms vs. KPIs, along with insights and recommendations for internal stakeholders
- Used Healthcare Market Research & Stakeholder Analysis findings to formulate appropriate digital strategy.
- Management of sponsorships for conferences and events.
- Exceptional project and time management skills.
- Monitoring & reporting to senior managers on the effectiveness of strategies/campaigns

## Skill Set

- Digital Marketing
- Search Engine Optimization (SEO)
- Social Media Marketing
- Google Analytics
- Google Ads
- Online Marketing
- Search Engine Marketing (SEM)
- Social Media
- Email Marketing
- Marketing
- Event Management
- Vendor Management
- Brand development
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## EMPLOYMENT HISTORY

- Worked as Team Leader Policy Enrolment in **Aafiya medical billing services**
- Worked as North India provider relationship manager in **Universal Sampo General insurance** Network Department (Dec2014- Dec 2015)
- Worked as preferred relationship manager in one of the leading bank in India **HDFC bank** (May 2013- Dec2014)
- Worked as Deputy manager for **kotak Mahindra bank** (Aug 2009-May 2013)

## PROFESSIONAL EXPOSURE & ACHIEVEMENT

- AMFI (ADVISORS MODULE)
- IRDA – Insurance Regulatory and Development Authority
- NCDO- Demat Services – NCFM
- Certificate in Digital Marketing by Google.
- From last 2 years continuously winning key contributor award in Aafiya
- Awarded with The Best Employee of the Year, for 2009-10.
- Awarded thrice by group president for successfully completing events for company with minimal cost & with revenue generation.
- Products champ for Term Deposits – coaching the team for increasing the TD x-sell and driving it thru internal contests.
- Multiple certifications in digital marketing from Google, HubSpot.
- Awarded for excellence in Star Track Programmed organized by Kotak from past 3 years.

With excellent organizational skills, an outstanding work ethic and the ability to work well in both collaborative and self-directed environments, I am positioned to exceed your expectations.

**UTKARSH DUTT**

**Dubai, UAE**