



Ekta Sachdeva, CDMP

MARKETING & BRAND MANAGER | 8 YRS+



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Dubai, U.A.E

PROFESSIONAL SUMMARY

Highly efficient 360-degree Marketing, Branding & Business Development specialist who is also a Certified Digital Marketing Professional, with over 8 years of UAE Experience, committed to building brand goodwill & strong relationship with its customers, capturing market, winning bids & boosting sales, and expanding into different territories. A Brand Ambassador, innovative and resourceful professional who just knows how to get work done, especially in the UAE market! Broad Industry experience includes Healthcare, Hospitality, Airlines, Banking & Financial Institutions, and the Environmental sector of UAE.

PERSONAL SKILLS

- Certified Makeup Artist
- Professional Henna Artist
- Beauty Influencer
- Content Creator

EDUCATION



Manipal University (2014)

Bachelors of Business Administration, Finance



DMI (2021)

CDMP (Certified Digital Marketing Professional)

ABOUT ME

- Got UAE Driving License
- Nationality: Indian
- Date of Birth: 1st July, 1993
- Place of Birth: Abu Dhabi, UAE

SKILLS

360 degree Marketing



Leadership skills



Communication skills



Negotiation skills



Analytical skills



Presentation skills



Brand Management



MS Office Tools



Digital Marketing tools



Google Aanalytics



PERSONAL EXPERIENCE

RENU SACHDEVA BEAUTY SALOON - DIRECTOR

May 2011 - Present | Industry - Beauty & Wellness

WORK EXPERIENCE

QUEENS MEDICAL CENTER - MARKETING MANAGER

Mar 2024 - Jul 2024 | Industry - Healthcare

- **Summary:** Head the Marketing & Branding of chain of Aesthetic Medical Centers in Dubai.
- **KPI:** Responsible for P&L, Footfall & Revenue, Marketing Direction
- **Budgeting & Planning:** Working on monthly marketing budget of AED 200K, planning and implementing marketing strategies in line with company's goals.
- **Traditional Marketing (Offline & In-house):** Plan offline marketing collaterals for clinics, in-house events to attract footfall and organize events to increase brand awareness.
- **Digital Marketing:** Plan & implement digital marketing campaigns across social media, EMAIL, Google, following the marketing calender, marketing via various digital marketing platforms to drive awareness, engagement, and lead generation.
- Influencer marketing
- Marketing Research Projects and Analysis on insights
- Leadership & Team Handling
- Stakeholder & vendor management (agencies)
- B2B Partnerships, Proposals & Collaboration
- Evaluation & Reporting

ASTER DM HEALTHCARE - DEPUTY MARKETING & BD MANAGER

Sep 2019 - Sep 2023 | Industry - Healthcare

- **Summary:** Lead & Manage the Marketing, BD & Branding department of 3 verticals; Clinics, Aster Homecare and Aster Health Academy.
- **Budgeting and Planning:** Preparation of marketing/brand budget, develop & plan marketing communication strategies aligned with the overall marketing and business objectives of the brand.
- **Physical Marketing:** Plan and organize events, promotions, sales, Sponsorships, special marketing activities, Press releases etc, to increase brand awareness and visibility.
- **Influencer Marketing:** Develop a network/relationship/database with bloggers, influencers, celebrities and high profile online and offline influencers.
- **Manage digital marketing campaigns:** Utilize various digital marketing channels such as social media, email marketing, display advertising, search engine optimization (SEO), pay-per-click (PPC) advertising, organic ads, google ads, and content marketing to drive awareness, engagement, and lead generation. Monitor campaign performance, adjust targeting and bidding strategies, and analyze key metrics to maximize ROI. Familiarity with marketing automation platforms and CRM systems.
- **Website Updates:** Oversee the maintenance and updates of the brand website (Coresite). Collaborate with web developers or content management teams to ensure accurate and up-to-date information, compelling visuals, and user-friendly navigation.
- **Market Research and Analysis:** Conduct market research to identify customer needs, industry trends, competitor activities and insights. Analyze marketing data and insights to measure the effectiveness of marketing communication campaigns and to plan brand strategy.
- **Evaluation and Reporting:** Establish metrics and key performance indicators (KPIs) for measuring success of campaigns. Prepare post-event reports and summaries for senior leadership, highlighting key outcomes and areas for improvement.
- **Oversee brand management:** Ensure consistent brand messaging and visual identity across all marketing materials, both online and offline. Monitor brand perception and take proactive steps to enhance and maintain a positive brand image.
- **Stakeholder management:** Excellent written and verbal communication skills. Ability to collaborate effectively with cross-functional teams (Commercial/Sales, R&D, Finance & Operations) and manage relationships with internal and external stakeholders. Oversee other outside 3rd party agencies for order placements and printing needs, shopping bags, stickers, flyers, and other sales materials.
- **Team Leadership and Development:** Lead and supervise a team of Marketing & BD executives and support staff, providing guidance, mentorship, and performance feedback. Foster a collaborative and positive work environment that encourages creativity and innovation.
- **Bidding & Partnership:** Managed end-to-end bidding cycle for some major bids for Aster winning clients such as EMAAR, EXPO 2020, DHA, DP World, Sharjah Ports etc. Making PPT's, writing executive summaries, case studies, bios and any other content topics required for a winning bid. 3rd party apps Tieup: Smiles by Etisalat, Careem, ENHAP, Justlife, Voucherskout, etc for Doctor on call services.
- **Performance metrics:** If quantified, have been single handedly generating a steady AED 1.2 Million Revenue from Corporates and Aster Homecare per month, touching 2 Million per month in peak season.

ENVIROSERVE - KEY ACCOUNT MANAGER | BDM

Dec 2018 - June 2019 | Industry - Environmental | Recycling | Waste Mgt. | Logistics

- This was more of Bid Management, Key Account Management & Business Development of existing accounts along with Marketing of company's E-waste and specialized waste recycling services.
- Conducting detailed review on RFP documents to assess compliance requirements and creating compliance & responsibility matrix across multiple functions & subject matter experts to ensure bid submission deadlines are met. Maintenance of Bids database for future use.
- Focus was on quality proposals for winning Bids including utmost cost accuracy & customer satisfaction.
- Alerting management & strategic functional stakeholders toward any critical commercial, operational or legal pitfalls.
- Making PPT's, writing executive summaries, case studies, bios and any other content required for a winning bid.

WALL STREET EXCHANGE (MEMBER OF EMIRATES POST GROUP) - BUSINESS RELATIONSHIP OFFICER

Dec 2017 - Nov 2018 | Industry - Financial Institution

- This role was majorly Business Development, which involved acquiring new corporate accounts & setting up WPS for them as per Central Bank of UAE & MOL, and at the same time maintaining key accounts by updating their WPS agreements.

ABU DHABI COMMERCIAL BANK (ADCB) - RELATIONSHIP OFFICER

Feb 2016 - Oct 2017 | Industry - Financial Institution

- Responsible to provide Personal Finance Solutions to the customers of the Bank, list potential companies with the bank, and set up their WPS.

ETIHAD AIRWAYS - GUEST SERVICE AGENT | INTERNSHIP

May 2015 - Jul 2015

BANK OF BARODA - INTERNSHIP

Feb 2014 - Apr 2014

A C C O M P L I S H M E N T S

Aster DM Healthcare

- Got Double Promotion in just 3 years with Aster, from Senior Executive to Assistant Manager and then to Deputy Manager Marketing & BD, Handling various departments within Aster DM Healthcare.
- Track record of MOM Growth of 30% for Homecare, Previous financial Year Revenue Achievement V/s Target standing strong at 150%.
- Doubled YOY Revenue and Footfall Achievements.
- Managed to secure 50+ New Hotel contracts in 2 Years for Aster@Home.
- Won Bids for clients such as EMAAR, EXPO 2020, DHA, DP World, Sharjah Ports etc.
- For Homecare, organized marketing campaigns like 100+ Flu Vaccinations, 15+ Breast Cancer Awareness campaigns, 50+ Basic Health Checkup Camps, month-wide Cervical Cancer Camps in clinics, 5 CNE Events, 250+ COVID Camps with the Corporates & 5 Star hotels in Dubai, etc.
- Generated AED 5.5 Million in just 3 COVID affected Months of Apr - June 2020, touching 8000+ Lives.
- Audited 150 APC units thrice in just a month, managing a team of 6 Auditors, during COVID.
- Expanded Aster@Home services to northern emirates,
- Got Rewarded and Recognized by the company several times in 3 years, also for Outstanding achievement and support rendered during COVID Months.

Enviroserve

- Handled 100+ Accounts and brought in 25 new companies in 6 Months; and managed 20+ Fortune 100 accounts.
- Ran a Marketing Campaign, "Recycling Drive" by Enviroserve and collected 15 Tons of E-waste in one Month, effectively & efficiently.

Wall Street Exchange

- Achieved 120% of target within 6 months of probation and got Certificate of Performance Appreciation.

ADCB

- Topped Islamic Banking Division of ADCB with the highest volume of Islamic Finance offered up to 2 Million a month. Average productivity for whole 1 Year was at 80%.