

# SATISH SREEDAR

## Marketing Manager

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### EXPERIENCE

#### Marketing Manager

##### Trinity Group Partners

- 09/2023   Dubai
- Designed and executed a full-funnel integrated marketing strategy across social, email, and paid media, driving a 22% QoQ increase in qualified leads
- Managed multi-channel campaigns for business setup and real estate verticals; enhanced brand positioning through data-driven analytics and ROI reporting using GTM, UTM tracking, and Looker Studio dashboards
- Expanded the CRM database to over 10,000+ contacts, improving segmentation and email open rates by 7%, thereby boosting conversions
- Supervised the marketing coordinator and collaborated cross-functionally to align creative execution with strategic objectives

#### Senior Marketing Specialist

##### Set Hub

- 08/2021 - 09/2023   Dubai
- Developed integrated lead-generation strategies that improved conversion rates by 15% across the business setup and visa segments
- Executed multi-channel campaigns (SEO, PPC, social media, email) and managed influencer collaborations, increasing brand mentions by 24% and driving a 10-18% boost in key performance metrics
- Coordinated closely with sales teams to optimize lead hand-off processes, resulting in an 18% increase in qualified leads post-campaign
- Delivered executive-level marketing reports and maintained vendor relationships to ensure timely and on-budget campaign execution

#### Marketing Specialist

##### Centrum Business Lounge

- 11/2020 - 07/2021   Dubai
- Orchestrated multi-channel marketing initiatives that increased organic web traffic by 30% and reduced cost-per-lead by 22%
- Led content strategy and campaign execution across digital channels, enhancing brand recall and increasing audience retention
- Coordinated event marketing and email campaigns, generating a steady stream of marketing-qualified leads (MQLs)

#### Marketing Specialist

##### Fakhruddin Group

- 03/2019 - 10/2020   Dubai
- Directed digital strategy and SEO/SEM campaigns that increased organic website traffic by 45% and improved landing page performance
- Launched UGC and influencer outreach campaigns, growing social media followers by 150% across LinkedIn, Facebook, and Instagram
- Implemented data-driven multi-channel campaigns, achieving a 40% increase in user engagement

#### Corporate Communication Intern

##### Emirates Airlines

- 03/2016 - 10/2016   Dubai
- Assisted in developing global PR strategies to enhance media relations and strengthen brand messaging
- Conducted market and competitor analysis, supporting optimization of internal communication initiatives

#### English Teacher

##### Blue Collar Workers

- Date period   Location
- SmartLife Volunteer - English Teacher for Blue Collar Workers

### SUMMARY

Digital Marketing & Integrated Communications Leader Results-driven marketing leader with 6+ years of experience executing integrated digital strategies across B2B and B2C environments. Proven track record in SEO, PPC, CRM-based marketing, and lead generation-delivering measurable ROI through data-driven campaign management. CIM Level 7 Certified with expertise in real estate, business setup, and high-growth markets. Adept at leading cross-functional teams and optimizing marketing initiatives to drive revenue and brand positioning.

### LANGUAGES

#### English

Advanced



### SKILLS

Ahrefs	CRM	Google Ads
Google Analytics		
Google Search Console	GTM	
HubSpot	LinkedIn Ads	Mailchimp
PPC	Search Console	SEMRush
SEO	ZoHo	Gmail
Instagram		
AB Testing		

## EDUCATION

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CIM - Level 7 Diploma in Professional Marketing

**Chartered Institute of Marketing**

📅 01/2020 - 01/2023    📍 Location

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Bachelor of Media Studies

**Jain University**

📅 01/2013 - 01/2017    📍 Location

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CBSE - Class XII

**Delhi Private School**

📅 01/2013 - 01/2013    📍 Sharjah