

MUJIR BIJILI

Hor Al Anz, Dubai

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PROFESSIONAL PROFILE:

Extremely conscientious; collaborative team player who works in an organised, efficient manner; constantly evaluates and optimises personal performance in the pursuit of achieving goals and key business directives. Equipped with an eclectic portfolio of well-developed skills: Ecommerce, Online Marketing, Social Media Management, Online Content Management and Digital Marketing; track record of success in the development and delivery of innovative initiatives, strategies and marketing plans that supported business objectives and generated and sustained profitable growth. Proven expertise within Web Page Designing, Hosting and Web Programming, JavaScript, XML, HTML Programming, ERP, SAP, CRM and RPG / 400, CL / 400, COBOL / 400 DB2 / 400 Programming. Fanatical about code quality; ensures all projects delivered are standards compliant and well structured, ensuring scalability and maintainability.

CAREER SUMMARY:

2003 - 2020 **SENIOR EXECUTIVE IT & MARKETING OFFICER** **AG AUTO TRADING LLC, DUBAI**

ATTRIBUTES AND COMPETENCE:

- ❖ Developing marketing insights, interpreting / analysing client data and undertaking critical competitor analysis.
- ❖ Marketing Collaterals, Report Presentation, Cost Optimisation, Planning, Forecasting, Sourcing and Negotiating.
- ❖ Identifying growth opportunities, providing strategic advice, increasing revenues and maximising ROI.
- ❖ Content writing, Project Management, Process Improvement and Change and Event Management.
- ❖ Leadership philosophy that proactively encourages teamwork; an organised, hands-on, team-oriented leader.
- ❖ Customer Service; accustomed to working with stakeholders regardless of seniority; quickly builds rapport / trust.
- ❖ Effectual interpersonal skills; communicates with impact; confidently interacts at all levels of the business.

SELECTED ACHIEVEMENTS:

- ❖ Developed plans for a new mobile site. Managed full project lifecycle: strategy, design, development, testing and implementation. Increased conversion by 25% and improved user engagement.
- ❖ Took ownership of site analytics and testing to drive growth for ecommerce KPIs. Improved user engagement through detailed analytics and user testing.
- ❖ Managed strategic site redesign; improved brand messaging, engaged new users, and improved conversions. 10% increase in Average Order Value (AOV), 8% increase in visit duration, and 3% decrease in bounce rate.
- ❖ Grew branded and non-branded traffic 75% through site optimisation and PR/link-building campaigns. Managed strategy and campaigns that exponentially grew user base and improved brand awareness.
- ❖ Coordinated affiliate, referral, and social media programs to spur growth and attracted new users to the brand. Increased referral traffic by 75% and increased new visitor traffic by 9%.
- ❖ Built relationships with vendors; managed all ecommerce technology partners. Integrated several third-party technologies: site search, email marketing, and testing software.
- ❖ Worked with Senior Management; developed and implemented online business plans and established brand roadmaps. Executed regular data scrubs for key accounts; all of which improved product presence.
- ❖ Managed and developed channel recommendation, site execution and web cadence.
- ❖ Developed and implemented new email campaigns; increased brand awareness; grew sales by 40% within 1 year.
- ❖ Conceived innovative ideas to drive .com business and supported brand strategy and marketing activities.
- ❖ Provided analytics and input for business cases / new initiatives. Led and managed multiple web portal projects.

ADDITIONAL ACCOMPLISHMENTS:

- ❖ Managed all online activity in relation to traffic acquisition, sales, conversion and a/b testing and reporting; Checked Group Websites daily. Enquiries-Distribution received routed to department heads. Updated CRM daily. Improved website performance; diligently checked speed and accuracy on various browsers. Worked with developers to improve website speed; optimising Images and Banners. Developed content calendar and oversaw website uploads and landing pages development during Marketing Campaigns.
- ❖ Discovered new trends and technologies; competitors' website analysis performed recurrently. Google Analytics Report; registered websites on web directories as per Geographical Data received.
- ❖ Created and maintained an online business plan; designed and built an easy-to-use website and used search engines to drive traffic. Followed up with clients / subscribers via email; increased brand awareness / profits.
- ❖ Kept up to date on software and data trends; monitored social media and next generation technology. Used a top-down, bottom-up approach to understand emerging technology. Balanced new and traditional media sources. Researched companies; deemed experts in their relevant arena.
- ❖ Sustained knowledge of online trends; listened to/watched Podcasts and Videos, subscribed to Top Business Blogs, progressed training opportunities, stayed alert with Google Alerts and kept tabs on competitors.
- ❖ Updated mobile friendly websites; all optimised for various browsers and devices; created appeal to current and future customers. Provided analytic reports of online sales with the support of Microsoft Dynamics CRM.

EARLIER CAREER

11-2001 - 03-2003	Web Programmer (IBM Websphere)	Arabian Leopard LLC, Dubai
10-2000 - 09-2001	Web Programmer	Indo's Software Co, India
09-1999 - 08-2000	Web Programmer	Abana Enterprises Group, Riyadh
06-1998 - 06-1999	AS/400 Web Programmer	Zerowait Computers, India
04-1996 - 05-1998	AS/400 Web Programmer	National Elevator Centre, Makkah
06-1994 - 03-1996	Senior Marketing Engineer	VRP Electronics Pvt. Ltd, India

EDUCATION:

1990-1994	Bachelor's Degree in Electronics and Communication Engineering Madurai Kamaraj University, India
1983-1990	St. John's Higher Secondary School, India - Distinction marks in 12 th grade.

PERSONAL INFORMATION:

Date of birth:	02 nd June 1973
UAE Work Eligibility:	Valid with Driving License
Interests:	Nature, Leadership Management

REFERENCES:

AVAILABLE UPON REQUEST.

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