



HUSEIN RAMPURAWALA

DIGITAL MARKETING EXECUTIVE

Entrepreneur with experience in operations management, competitive analysis and financial management. Demonstrated success in Sales, Marketing and Customer Services. Talented in capitalizing on new trends and technologies to boost business initiatives and reach sales objectives.

EXPERTISE

Management Skills
Digital Marketing
Critical Thinking
Leadership
Administration

EDUCATION

- 2016 - 2017 **U.B.I.S University (Geneva)**
Bachelor of Business Administration
- 2014 - 2016 **U.B.I.S University (Geneva)**
Diploma in Business Administration,
Advance Diploma in Business Administration

LANGUAGE

English
Hindi
Gujrati
Arabic(Read & Write)

WORK EXPERIENCE

- 03/2020 - 05/2022 **Digital Marketing Associate**
Merti trading Gn. Tr.
- Website: Managing our CMS; optimizing SEO; ensuring content is up to date; has a consistent tone of voice; user journey is clear and performance of the content is measured against clear KPIs.
 - Content: Writing engaging content for a variety of audiences that is consistent with brand guidelines. Keeping up to date and informed about all aspects of company work.
 - Social Media: Planning and coordinating a schedule of activity across Facebook, Twitter and YouTube, and other platforms to expand our social media audience base.
 - Advertising: Coordinating Pay-Per-Click advertising, and online advertising, regularly reviewing and amending keywords and ad groups to optimize performance. In addition, you will maintain our presence on third-party sites, keeping all messaging current.
 - Email Marketing: Plan and manage a regular schedule of email marketing activity, growing our subscriber base and creating engaging, relevant content including testing to optimize results.
 - Reporting: Monitor, report, and analyze results to improve performance, using tools such as Google Analytics and others, so that amendments and improvements can be made where appropriate
 - Other: Keeping up to date with the latest trends and best practices in online marketing and measurement. Undertaking any other duties commensurate with the accountabilities of the post.

CONTACT

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REFERENCE

Excellent Reference
will be provided
upon request

04/2019 - 01/2020

○ Sales & Customer Relation Executive

AMCTO Group of Companies

- Consulted with customers to assess needs and propose optimal solutions.
- Understanding Customer needs and providing necessary solutions.
- Maintained customer happiness with forward-thinking strategies focused on addressing customer needs and resolving concerns.
- Enhanced productivity by staying on top of call scripts and maintaining control over direction of conversations.
- Evaluated customer information to explore issues, develop potential solution and maintain high quality service.

07/2018 - 03/2019

○ Sales Representative

Al Hayat Group Of Companies

- Developed and delivered engaging sales presentations to convey product benefits.
- Met with existing customers and prospects to discuss business needs and recommend optimal solutions.
- Documented all customer interactions to capture data in system.
- Devised and implemented product strategies for filling market gaps and driving consistent sales.
- Utilized effective communication and active listening skills to create client rapport to grow profitability
- Recommended accurate and effective solutions to customers after identifying problems
- Built strong rapport with clients by understanding needs and clearly explaining products.
- Implemented marketing strategies and techniques, increasing revenue and customer satisfaction.

05/2016 - 06/2016

○ DU Telecom

- Involves customer satisfaction metrics, along with sales results delivered through the Etisalat Values
- Approaching customers and politely asking questions to understand their needs.
- Excellent customer facing skills.
- Identifying best practice & rolling out across Etisalat business center