




ROBIN JOY

Manager Operations & Marketing



CONTACT

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EDUCATION

Executive Program
Innovation & Disruptive Strategy
Harvard Business School
2020 - 2020
Boston

MBA
Marketing & Finance
CMR Institute of Management
Studies
2008 - 2010
Bangalore

B Com
Commerce
Mahatma Gandhi University
2004 - 2007

SKILLS

Strategic Planning
Marketing
Consulting
Problem Solving
Design Thinking
Critical Thinking
Negotiation

CAREER OBJECTIVE

I am seeking a senior manager position at a growing and reputed organization. My core motivations are learning, helping existing and innovative business to build their strategies and drive them to business growth. I have 9 years of work experience in International Operations, Marketing, Project Management and Strategy building. I have successfully completed an executive program on Innovation and Disruptive strategy from Harvard Business School, Boston. I would like to turn my skills and experience into action for helping a business grow and sustain during market disruptions by understanding the customer experience and jobs to be done.

WORK EXPERIENCE

Manager Operations & Marketing

Zee Entertainment Enterprises Limited LTD

Feb 2018 - Nov 2019 / Dubai

- Overhauled the existing operational activities resulting in an increase in performance of 31% in less than four months.
- Successfully managed to convert \$15M worth of business from our three projects within two years.
- Managed a team of 10 associates, monitored and motivated them to accomplish our objectives.
- Build key reports for the executive team around KPIs such as marketing spend, production spend on each project, revenue generated and ROI.
- Created initial & deliberate strategies for the business processes, allocate resources for maximum ROI and identified the profit formula for ZEE's new International business.
- Conducted frequent Market Research & Data analysis to keep track of the market trend and adopted Design thinking approach for entering into emergent markets and partnerships.
- Liaised with PR & Marketing agencies in the US & UK, launched and designed marketing campaigns that helped to grow our brand presence in the International Market.
- Developed a comprehensive paid acquisition strategy across YouTube, Facebook and Industry news letters resulting in new partnerships that generated \$15M business.
- Liaised with top film Studio's & VOD platforms such as Universal pictures, Sony Pictures, Amazon Studios, Netflix, The New Regency films and other English language film distributors for our finished film projects.

Advertising
Project Management
Innovation
Disruptive Strategy

COMPUTER SKILLS

Excel
Adobe Creative
Figma
PowerPoint

Assistant Manager Business Development

AVAYA Tele-Communications, Topaz FZE

Jan 2014 - Jan 2017 / Dubai

- Analyzed data to identify potential up-sell opportunities for new clients leading to \$550K in incremental sales.
- Managed and executed turnkey projects for clients like Dubai Islamic Bank, Dubai Police, Dubai RTA and Cayan towers who contribute 25% of revenue.
- Timely accomplishment of projects assigned, ensuring quality and customer satisfaction resulting in an increase of our ROI by 9%.
- Business meetings with prospective clients there by increasing client portfolio by 35%.
- Cross selling Avaya products based on the customer jobs to be done resulted in exceeding revenue goals by 19%.
- Keep records of sales, revenue & invoices, ensure to achieve the Monthly, Quarterly & Yearly Targets.

Customer Service Executive, Retail Operations

UAE Exchange

Dec 2011 - Jan 2014 / Dubai

- Built deep relationships with clients to understand their specific needs resulting in exceeding our revenue target.
- Increased the ROI of client accounts by an average of 11% by increasing up-sell opportunities.
- Performed remittance transactions, foreign currency trades, analyzed suspicious overseas correspondent banking transactions.
- Quality assurance for juniors in the branch and ensure they meet the KPI.

Asst. Marketing Manager (Intern)

Kingfisher Airlines

Feb 2010 - Oct 2011 / Chennai

- Managed and forecasted marketing budgets.
- Analyzed and optimized market strategy based on ROI & KPI.
- Undertake daily administrative tasks to ensure the functionality and coordination of the department's.
- Conduct market research and analyze consumer rating reports/ Questionnaires.
- Managed loyalty program for frequent flyers and special rates for corporate clients and group bookings.
- Execute promotional events and digital campaigns.