

Vinod Narayan - Marketing Consultant

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PROFESSIONAL SUMMARY

Innovative and results-driven marketing leader with a proven ability to drive exceptional brand growth and revenue generation. With a dynamic and entrepreneurial mindset, I am a seasoned marketing consultant with a track record of delivering exceptional results over 12 years of integrated marketing strategies. I specialize in social media management, email marketing, SEO, website design, and exhibition stand management. My approach emphasizes strategic thinking, data analysis, and a deep understanding of market trends to ensure your marketing initiatives yield maximum impact. If you are seeking a marketing professional who can elevate your brand and drive transformative growth, I am ready to make a substantial impact on your organization.

PROFESSIONAL HISTORY

Marketing Consultant

Meyvn World Marketing Management, Dubai | August 2021 – present

Established and currently operate Meyvn World, offering comprehensive marketing consultancy services like Market research, analysis, strategies, planning & implementation, Data analytics & reports

Key Wins for Clients

- Implemented strategic **social media management** and successfully increased clients' LinkedIn presence by **over 140% organic followers** within 9 months, accompanied by a significant increase in engagement rates.
- From concept to execution – handled the **exhibition** participation for same client at ArabLab 2022 and created **demand generation over AED 15 million!**
- Successful lead generation with strategic approach for another client through **email marketing** with a **CTR of 5.28% and conversion rate at 3.35%** against an industry **average of 1.72% and 1.30% respectively.**
- With a thoughtful strategy and a combined tactic of **email marketing and telemarketing**, generated **10 qualified leads** for a Dubai-based management consultant in US and UK markets in 3 weeks!

Group Marketing Manager

Gulf Bio Analytical, Dubai UAE | October 2008 - July 2021

Joined the Start-up Team for the Marketing Department, 8 years ago as the Marketing Coordinator. In the last decade, I worked my way up to the role of Marketing Manager to achieve Brand, Product & Service Awareness with the aim of generating general interest.

Job Responsibilities and Significant Achievements

- Generated a demand of sales volume from 2013 onwards with a **year-on-year growth average of 18%** through various **marketing activities both digital and events.**
- Partnered with product category managers across the organization to create and execute highly targeted email campaigns (50 plus) and dedicated product programs (20 plus) to drive **digital campaigns** in 2019-2020, lead to an **increase in activity levels by 35%** to the previous year.
- Built a comprehensive monthly report package used by the Senior Management to take strategic decisions for potential business growth.
- Conceptualized, planned, and implemented the **first large-scale staff sales training** with outside vendor training for a full week.

- Manage existing Lead Generation Programs and constantly Monitor and Review them for improvements.
- Identifying New Areas for our Website to enhance Customer Experience.
- Work collaboratively with other leadership team members to develop and execute the company's goal.

Team Leader - Customer Service Call Centre & Internal Audit

Hutchinson 3 Global Services Pune & Mumbai, India | May 2003 - September 2008

Instrumental as part of the crucial start-up team for Pune operations for Customer Service & Internal Audit departments.

Responsible for developing a strategy for the team to reach its goals and facilitate training that team members need. I also had to review the team performance to ensure the training they went through was useful, and if any additional training was required.

Job Responsibilities & Significant Achievements

3 Pune (since June 2007 – 2008)

- Won the **Best Team award** in the first month of the site setup (Pune). 9 advisors from the team laterally moved into other specialized skill sets.
- Had 0% attrition and one of the lowest absenteeism teams across the Pune site in the first 6 months.
- Was part of the recruitment team of **3 Pune** site with Hire to Joining ratio around 75% and Early Life Attrition at approximately 5%.

3 Mumbai (May 2003 to May 2007)

- Joined **3 Mumbai** as a **Customer Service Advisor** in May 2003. Got internally promoted to a Team Coach level in Oct 2004 and then to **Team Leader** in September 2006.
- Handled two teams as an independent **Team Coach** (Oct'04 – June'05 in the first phase and then again in May'06 to Aug'06). Won the **Best Team award** in Mumbai in November 2006.
- As a Team Coach, through constant training and engagement model, our team was placed within the **Top 10 teams in 3 months**.

EDUCATIONAL HISTORY

- **MBA – Marketing Management | Completed May 2021**
Annamalai University -India
- **Post Graduate Diploma, Information Systems Management | Graduated October 2001**
Central Queensland University - Australia
- **Bachelor's Degree, Commerce | Graduated October 2000**
Osmania University – India

LICENSES & CERTIFICATIONS

- Advanced Content and Social Tactics to Optimize SEO
- Google Digital Marketing Fundamentals
- Search Engine Optimization Fundamentals
- Digital Marketing Channels: Planning
- Digital Analytics for Marketing Professionals: Marketing Analytics in Practice
- University of Illinois Urbana - Digital Analytics for Marketing Professionals: Marketing Analytics
- LinkedIn - Optimizing Marketing Emails

RELEVANT EXPERTISE

- E-mail Marketing
- Landing page Optimization
- CTR Improvements
- Web data Analysis
- CRM Reporting and tools
- SEO – keyword research, on-page, and off-page
- Web & Print Content Development
- Budget Management
- Product Positioning & Branding
- Sales Collateral& Support
- Event Management including exhibitions, seminars etc
- Social media marketing
- Google ads, paid ads
- Webinars, online training
- Design – Adobe: Photoshop, Illustrator, Word press
- MS – Office: Excel, Word, Outlook & PowerPoint

SKILLS

- Team Leadership
- Management
- Vendor Management
- Strategic Planning
- Business Analysis
- Customer Retention
- Performance Management

PERSONAL DETAILS

Age & DOB : 45 Years, 27/11/1977
Nationality : Indian
Language : English, Hindi, Bengali, Malayalam
Location : Dubai, UAE
Visa status : Own Visa
UAE D/L : Yes