



SHWETA SOOD

Digital, Performance Marketing Brand Communications, and E-Commerce Professional

PERSONAL BACKGROUND

A competent result-oriented professional with **20+ years** of experience in Brand & Product management & strategy, Artificial Intelligence, Technical, Intellectual Property Rights, Marketing Communications, Digital Marketing-Search, financial analysis, Web, Social Media, Display & Email marketing, Promotion & demand generation, ATL/BTL/Event Management, and innovation account management. **Proficient in running successful process operations & integrated procedures, service standards for business excellence.**

SKILLS

- Brand Strategy
- Marketing Communications
- **E-Commerce Marketing**-Shopify, WordPress, Magento, Elementor
- Branded Content
- SEO & SEM
- Google Ads & Google Analytics
- Lead Generation Campaigns
- Email Marketing
- Social Media Marketing & Strategies 360
- Integrated Planning & Execution

EDUCATION

Master's In Business Administration in Banking & Financial Services from Madurai Kamaraj University, Madurai, India (2008-2010)

PGDBM in Marketing(2009-2010)
New Delhi Institute of Management Studies
NDIMS- New Delhi, India.

GET IN TOUCH WITH ME

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WORK EXPERIENCE

Head of Marketing & Operations

Process/Business- StrategyOps-Digital Marketing & Brand Management
Capital One Real Estate LLC, Dubai, UAE | FEB 2023-January'2024

Led the complete branding lifecycle, from idea-inception to implementation, encompassing marketing strategy and execution of the same, campaign supervision, daily collaboration with the CEO, and operational leadership within a real estate enterprise. Trained and hired the Agents too.

Digital Marketing Manager & E-Commerce

Process/ Business -Performance & Digital Marketing

Digital Media Sapiens -A full-fledged Digital Marketing Agency, UAE | December 2022-Feb 2023

Actively handling all the performance marketing at Meta Facebook & Instagram, Google etc. & business development operations for the wide range of clients on board with the agency

Clients: HealthCare, Real Estate, Retail-Clothes, E-commerce, transport Lubricants, Construction, Interiors, FMCG etc.

Head of Digital Marketing & E-Commerce

Process/ Business -Strategy-Marketing-Fashion Retail UAE

Massive Impacts Trading LLC, Sustainable Fashion Clothing Retail Brand Start-Up, UAE | August 2021-October 2022

- Actively handled the launch and the implementation, key decision-making on everything related to digital & e-commerce
- Handled all end-to-end operations
- Performance & Influencer marketing campaigns

Marketing Manager

Process/ Business -Strategy-Marketing & Brand Management

Workx Middle East FZC LLC, A Blue Ocean Group Initiative, Dubai, UAE | March 2020-May 2021

- Brand awareness development and online reputation
- Develop and managed all strategic marketing activities for B2B and B2C
- Research & analysis of competitors and their marketing structure, accordingly implement marketing campaigns for the brand
- Plan and execute all digital marketing, marketing database, email, social media and display advertising campaigns.
- Content management and optimization of websites
- Monitor and report on the effectiveness of marketing activities against goals(ROI and KPIs).

Social & Digital Marketing Manager

Process/ Business -Strategy-Marketing & Brand Management

Gr8 Homes Real Estate, Dubai, UAE | Nov 2019- Jan 2020

- Design, build and maintain social media presence.
- Create, curate, and manage all published content (images, video, written)
- Successfully run paid media campaigns on Facebook & Instagram
- Measure and report performance of all digital marketing campaigns and
- assess against goals (ROI and KPIs).
- Managed and groom the team for daily chores

Client Manager

Process/ Business –Marketing & Sales

Capri Realty Real Estate, Dubai, UAE | Aug 2019- Nov 2019

- Worked in OffPlan Sales majorly and secondary
- Assess buyers' needs and locate properties for their consideration Wide network of existing investors and/or end user clients, ability to build and maintain long-term client/developer relationships; strategy to source new clients through referrals/ own marketing
- Deep knowledge of Dubai's leading developers; keeping up to date with market trends, projects launches, and investment options.
- Seen as a trusted advisor with a consultative and analytical approach

Associate Account Director

Process/ Business –Strategy-Account Management

Cheil India Pvt. Ltd-(Samsung) | Mar 2016 - Feb 2019

- Managed Pan India Regional business for Outdoor for Samsung
- Strategized and competition analysis time to time for the projects
- Handled technical application formed for database and regularized amongst the team.
- Managed all operation and financial closures for the Execution orders and payments.
- Handled 10 vendor companies for different projects on day to day basis
- Worked on New Business Development projects

Account Manager

MRM//McCANN- New Delhi, India | Sept 2013 - Mar 2016

Process/ Business -Account Management

Brand & Product Communication

- Position/Space, Communication Framework
- Creative persona/expression & extension to a campaign(Pre Launch & Post Launch)
- Development & deployment
- Offline-Mailers, Sales Literature, Dealer POPs
- Online-Website Update, social media, creative extension for paid campaigns

Digital Marketing

Websites

- Proposal-Approach, content, UI/UX, Promotion, GTM
- Development-Site map, wireframes. HTML5, Metadata
- Maintenance- Content update, optimization for SERP ranking
- SEM Campaign to funnel leads through the website
- Hyperlocal marketing leverage-Dealer Website
- Dealer Onboarding-SOPs, Induction, Case studies etc.

Social Media

- Approach & Content strategy
- Content Calendar & response management
- Online Reputation Management(ORM)
- Paid promotion to drive engagement and leads creation
- Campaigns-Product & Topical

Search Engine Marketing

- On-Page- Metadata & Internal Linkage, Load speed & Content basis keywords
- Off Page-Citation, Back Linking & Article submissions
- SEM-Approach & Plan, Text Ads, Display
- Reporting, analytics & optimization

Loyalty & Customer Relationship Management

- Strategy & Approach Plan
- Program design principle
- Deployment & Management.
- Front end backend readiness
- Maintain high customer participation in the Loyalty program
- Lead data collection, profile updating, referral, and usage campaigns
- Collaborate with various internal departments like IT, Creative, finance, and warehouse to ensure smooth program execution

BTL/On-Ground Engagement (Excon 2015)

- The content format was to leverage Social Media
- On ground selfie contest, define JCB in one word (Approx. 2000 selfie, 1500 define JCB PIC)
- A live webcast of the event in corporate and dealer website

Categories- Telecom, Automobiles, Earth Moving Equipment, Real Estate

Clients Handled – Maruti Suzuki, JCB India Ltd, Experion Developers Pvt. Ltd.

Innovation – Generates innovative solutions to situations; trying different and novel ways to deal with problems and opportunities.

Planning and Organizing – Determines project/assignment requirements by breaking them down into tasks and identifying types of resources needed; develops timelines and milestones.

Recognition & Certification :

- Gold-ACEF: Light up India Campaign for JCB India. Best usage of online media Gold-DMAI: JCB India Website.
- Best usage of online media
- Gold DMAI: Best usage of online media
- **Certification:** Google Ads Search & Display Certified
- **Certification:** Digital Sales Certification
- **Hubspot-** Digital Marketing, Inbound Marketing & Email Marketing Certification: Advanced Google Analytics Certified
- **Certification:** Google Campaign Manager Certified

Manager - Client Services

Process/ Business – Client Servicing & Operations

Brand Nutrient Marketing Services Pvt. Ltd – New Delhi | Oct 2012 - July 2013

- Responsible for event planning and brand image of the clients as per plan.
- Conduct market research to determine the position of a particular brand and its competitive strength across different markets.
- Meetings with clients as well as vendors to know about their requirements
- Taking initiatives based on local market needs to develop and build brand awareness.
- Formulation and implementation of the marketing strategies & response management.
- Making presentations to the client & post-event reports and analysis
- Sharing different, innovative proposals and concepts with the clients
- Conceptualization & smoothly executing of the events
- PR Coordination for the event
- Celebrity management - co-ordination with the artiste

Clients Handled: Samsung, HP, BILT, APPLE, Audi, Den, UTV Bindaas, Johnny Walker, Mobil, Neutrogena, Cargill-Sweekar, Skoda, Knorr, GPI, Novartis, Danone, Ministry of Env. & forest, Visit Britain, HSBC etc.

Sourcing Analyst

Process/ Business – DSM Indirect Purchasing – DSM Sourcing-APAC

DSM India Pvt. Ltd – **Gurgaon** | April 2009 - August 2012

- Pro-actively anticipate and challenge decision making within the Strategic Sourcing
- Process. Interact within diverse internal and to a limited extend external networks.
- Convert market data/information into measurable added value to serve category and
- Hub Complexity & diversity of markets, information sources, internal & external stakeholders

Summary of Educational Qualification

- MBA (Industry Integrated) Majors-Financial Services & Banking, (2008-2010) with 72% aggregate from New Delhi Institute of Management studies (NDIMS) affiliated to Madurai Kamaraj University.
- PGDBM in Marketing (2010) with 83% from NDIMS
- Bachelor of Commerce 2007, with first division (63% Aggregate) from Panjab University (Chandigarh)
- Secondary school examination from CBSE with 65% in 2003
- Higher school examination from CBSE with 67% in 2001