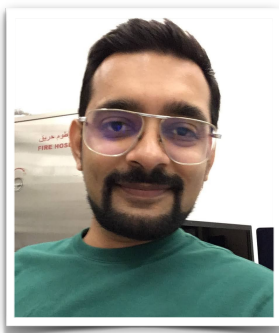

MUKUL SAMBRANI - DIGITAL MARKETER / SALES



Profile

Digital Marketing Professional with Expertise in Data Analytics.
Consumer Engagement | Market Research | Relationship Management |
Loyalty Program Lead | Display & Visual Expert |

Experience

DIGITAL MARKETING, SARA AL INJAZ GENERAL TRANSPORT, ABU DHABI 2019 - Present

Strategized, developed, and executed annual calendar events and managed digital marketing both **Paid** and **Organic** across digital platforms (Facebook, Instagram, Snapchat) for **Large Machinery & Pick Up** vehicles

Developed robust conditional **email campaigns** based on **customer interaction** and improved retention by 30%

Created reporting around paid marketing funnels, and leveraged this to incrementally **improve** the conversion rate by 110%

Launched **SEO Campaigns** for high volume and long tail keywords that generated 10,500 unique visitors and 120 customer enquiries

IN STORE VISUAL MERCHANDISER & SALES SPECIALIST, VIRGIN MEGASTORE, MIRDIF CITY CENTER, DUBAI 2017 - 2019

Co Ordinate with Head Office to **display** and **prioritize** products as per Visual Guidelines and Marketing Team

Focus on **Visual Merchandise** using cross placement based on **Concept, Category or Colors**

Attain Team & Individual **Targets** using **up-selling, cross selling techniques** and average unit per basket

DIGITAL MARKETING SPECIALIST E-COMMERCE BROWNTAPE TECHNOLOGIES, GOA, INDIA 2015 - 2017

Performed rigorous **A/B Testing** to improve landing page visit rate by 300%
Improved on **SEO performance**, resulting in page speed improvement and a monthly organic traffic of 45%

Curated e-commerce workshops on a **National level** delivering product awareness & ticket sales with an increase in revenue by 55%.

Developed events and editorial content for Social media channels creating **backlinks** and return traffic to the product website

VARIOUS,

SOCIAL MEDIA INTERN TO SPECIALIST, INDIA 2010-2015

Bolstered blogging content with attention to **SEO** and **keyword research**, helping drive traffic to specific sites

Studied google analytics and social media tools like **Hootsuite** etc. Improved solutions that increased content performance by an average of **25%**

Additional Projects

Trained & Executed Social Media Campaigns for:

Fitness Edge, Al Ain, Abu Dhabi Its Goa Digital Magazine

LPK Waterfront Nightclub, Goa, India

Samvene Bagels & Burgers, Various Locations, Mumbai, India

Education

Digital Marketing & Social Media (Shaw Academy, Dublin, Ireland) July 2016.

Professional Diploma in Digital Marketing (Digital Marketing Academy, Ireland) November 2014.

Content & Story Writing (Mohile Parikh's Story Tellers Writing Course, Mumbai).

Business Management Program (S.P. Jain Institute, Mumbai)

Skills

Tolerance for ambiguity and ability to operate in a high-growth, high-velocity organization, with an entrepreneurial approach

Solid analytical problem-solving skills, and the ability to tailor communication approach based on audience insights

Exceptional customer service, relationship building, and project management skills, with the ability to build productive and trusting relationships with partners using strong communication skills

Worth Mentioning

Worked with Apple Yas Mall as a Flexible Working Employee

Apple recruits my services as and when the Yas Mall store needs

Completed Apple Certification as Apple Teacher & Apple Playgrounds

Coding Teacher (Swift & Python) & trained children of Auxillium School (GOA) about the importance of Coding & Computer Science

Worked with the Hydrogen Committee UK via the Science Festival to educate children about Green Energy Implementation

Ran my own podcast channel sharing my experiences of Nature & Music in two Seasons each of 12 episodes for 2020 & 2021 providing crunchy and fresh content

Contact Details

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Additional Info

Visa: Residence Visa

Driving License: Yes

Date Of Birth: 28th August 1984

UAE Experience: 4.5 Years

References

Available On Request

Brands Worked With

