**KUNAL SHAH**

**Cover Letter:-**

**I have been working with larger Digital Groups like iprospect (Digital-Arm of Denstu-Aegis), Ultraviolet Digital (part of Crayons Advertising), Ignitee Digital, Indigo Consulting, etc. Currently, looking to re-locate in UAE for better Opportunities.**

**Objective**
A challenging, technical and growth oriented position in area of Digital Marketing. Strong desire and keen to learn new technology.

**Work Experience**

**iProspect (Denstu-Aegis Media) June’ 14 to Present**

Working with Business Development team for planning/strategizing 360-degree solution towards client’s brief to achieve performance metrics.

• Brainstorm/Planning with Business Development team on the digital medium with correct approach & measuring metrics

• Innovative approach with right direction for various digital solutions according to the requirement.

• Managing Paid Social Team of 3-4 members – training, overlook, execution, responsibility, review meetings, etc.

• Optimizing the campaigns on daily-basis to meet client’s target and deliverables.

• Daily interaction with client’s team

• Nature of Projects Managed: Paid Social (i.e. Facebook, Twitter, Linkedin, iNative, etc and recently started Instagram), Media, Social Media, Search Engine Optimization, Google Adwords, Website Design and Development, Paid Tools Development for social, SEO, Insights.

• Interacting with the support team of Facebook, Twitter, Linkedin, iNative and discuss with them for innovative or new technology.

• Use of Various PLA’s tool i.e. Adstage, Qwaya, Tweetbinder, Power Editors, Topsy, Social Dashboard, Mentions, Simplfy360, Radian6, Omniture, Comscore, Google Analytics.

• ORM Planning and responsible for the team to execute for various clients like VLCC, SONY (Consumer Electronics & IT Products), Club Mahindra, Edelweiss, Max Life, Royal Sundaram, etc.

• Working with Search Team on Double Click, Remarketing Cookies Pull, Search Campaigns Execution.

• Cordination with tech team for Mobile Apps Development for HDFC Bank i.e. Mobile Banking, PayZapp, Citrus Pay, Citrus Cube, ICICI Bank iMobile, FB Disney (Mickey) App

• Web Design & Development coordination with the vendor. (Case Study:- [www.adlabsimagica.com](http://www.adlabsimagica.com), [www.aquamagica.com](http://www.aquamagica.com), [www.keepthepromise.in](http://www.keepthepromise.in) (Micro-site for Edelweiss)

**Clients worked for:** HDFC Bank, ICICI Lombard, ICICI Bank, HDFC Life, Aegon, Kotak Bank, Club Mahindra, Standard Chartered Bank (UAE), Bridgestone, Abbott, Aviva, Shopclues, Citrus Pay, Viacom 18 (5-6 channels), DSP BlackRock, H&R Block India, Godrej Interio, Kotak Jifi, Jeevansathi.com, Metro Shoes, Yes Bank, Yes Foundation, Edelweiss.in, Reliance General Insurance, TimesPro, Thomas Cook India, Royal Sundaram, Runwal Group, Lodha, VLCC, Sony India

**Since May’ 2013** – Working as consultant by providing business solutions for the Brand through Digital Medium

• Strategizing and churning out brand communication for various digital touch points along with understanding creative’s that work on digital and ability to leverage the best mix to derive effective results.

• **Innovative** approach for campaigns related to social media, display brand campaigns and tactical solutions.

• Managing **web campaigns** seamlessly from inception to campaign analysis; optimizing the campaigns for quality output and defining future baseline activities basis response.

• Using of various tracking tools to **monitor** competitors’ movements on the web and share benefit to clients.

• **Nature of Projects Managed**: Social Media, Search Engines, Online Reputation Management, Display Advertising, Website Development, Media Buying & Planning, Email Marketing.

**Campaigns Planned & Executed:** Huggies, SET India, Max Television, SAB TV, AXN India, Ravi Group & Builders, Mid-Day, MegaCabs, Be-Cool (Emerson Technologies, Zohraa.com, MetroShoes, Hindishows.com & MarketonMobile.com, ElicaIndia.com, GameChanger (NetCore Solutions), H&R Block India, IIQF (Indian Institute of Quantitative Finance), Vector Consulting

**New Clients:** Saffola, WhatsOnIndia.com, V-Guard

**Red Eye Media Pvt. Ltd.** June’ 12 to May’ 13

Head – Online Marketing
Planning to Strategizing to Execution of SEM, ORM, SEO, Social Media, more importantly Media Buying & Planning, Email Marketing

* Strong understanding & coordination with the agencies for Digital needs/Campaigns/Visibilities to achieve results
* Servicing to the Education client i.e. ITM Institute (itm.edu) for their needs
* Handling & Directing team for the PayPerClick Campaign. Optimizing Internet Marketing activities through Google Adwords, Facebook Advertising, Yahoo Search Marketing, etc and generate leads and thus ROI. Handling their 1.75 Cr. Paid Campaign (Google & Yahoo Adwords) and 1.5 Cr. in Media Inventories.
* Coordinating with Publishers for getting best rates for Media Campaigns
* Vendor Management and negotiation
* Monitoring education statistics and clients analytics
* Conduct Training to Client Team on Email Marketing and on Technical task
* Training to Creative team and technical team

Education Client: ITM Institute, ITM University, ITM Nagpur, ITM Warangal and other center’s

**Ultraviolet Digital Solutions Pvt. Ltd.** Sep’ 11 to June’ 12

Manager – Operations
Operations consist of SEM, ORM, SEO, Social Media & SETB, Media Buying and Client Servicing

* Servicing to the client across verticals like Tourism, Shopping, Beauty & Lifestyle, AutoMobile, Jobs, etc
* Direct Pay Per click Campaigns and traffic/site analysis. Lead and develop Internet Marketing activities for Google Adwords, Facebook Advertising, Yahoo Search Marketing, etc
* Conduct training & learning sessions for the team
* Analyzing and optimizing website through Organic Search
* Coordinating with Publishers for getting best rates for Media Campaigns
* Vendor Management
* Managed client web analytics for measuring incremental impact in unique visitors, sessions/ visits, page views, search engine positions, and funnel analysis

Few Clients: Incredible India, Gujarat Tourism, Kerala Tourism (Grand Kerala Shopping Festival), Viacom 18, Gyaan Exchange, 9X Media, Kaya Skin Clinic, Tata Motors, Fortis HealthCare, GoGobble, Nobacco

**Ignitee Digital Solutions Pvt. Ltd.** Sep’ 08 to Aug’ 11

Assistant Account Manager – Search [Heading SEO & ORM team, Client Servicing]

* Part of Management decisions and responsible for growing business within existing clients i.e. Planning, Activation & Strategizing
* Understanding client requirements, discussing communication issues and communication strategies with the client.
* Structuring strategy presentations, Key Business Areas, Areas of Improvement.
* Co-ordination with vendors/suppliers to ensure smooth flow of day-to-day jobs.
* Remarketing of the products
* **Innovative** approach for campaigns related to social media & search optimization, display brand campaigns and tactical solutions.
* Using of various tracking tools to **monitor** competitors’ movements on the web and share benefit to clients.
* **Nature of Projects Managed:** Search Engines, Online Reputation Management, Social Media, Display Advertising, and Website Development.
* **Guest Lecturer –** SEO in Ignition (Joint Venture of Ignitee)

**SEO Clients: -** Incredible India, Madhya Pradesh Tourism, HDFC ERGO, Club Mahindra, etc

**SMO Clients: -** Sony Entertainment Television (Mahi Way, Ladies Special, Indian Idol 5), ICICI Lombard, Aegon Religare etc

**ORM Campaigns: -** Kaya Skin Clinic, Essar Hypermart, IDFC Infrastructure Funds, etc

**SEM Campaigns: -** MTNL, IDFC infrastructure funds, Royal Furniture, HDFC ERGO, etc

**Interactive Multimedia Technologies Pvt. Ltd** Apr’ 08 to Sep’ 08

Online Marketing Lead

* Heading the SEO team.
* Evaluate and analyze campaigns on daily basis.
* Monitor results of SEO campaigns through web analytics and conversion tracking.
* Develop and document SEO knowledge.

**Clients: -** DHFL India & UK

***Indigo Systems & Technology Consulting (I) Pvt. Ltd.*** Nov’ 06 - Apr’ 08

SEO Executive & Off-Page Specialist

* Work closely with clients in analyzing their site content, keywords and site traffic.
* Develop/recommend SEO and SEM strategies for the site.
* Monitor results of SEO campaigns through web analytics and conversion tracking.
* Develop and document SEO knowledge.
* Responsible for growth of the team.

 **Clients: -** Franklin Templeton India, Taj Hotels, Kotak Securities, Rent Fusion, Wipro Lighting, Wockhardt Hospitals, Bharti Axa Life Insurance

***Netramind Technologies Pvt. Ltd.*** Apr’ 06 – Nov’ 06

Off Page Optimization

* Link Building, Article and Directory Submission, Forums Submission, Blog Posts and commenting

**Clients: -** Culinary School Finder, Fashion School Finder, Fashion-Schools, and Computer Schools **Interest & Extra Curricular Activities**

* Event Management, Traveling, Surfing
* Event Coordinator for Hostel -2004-06
* Progressive & General Secretary of Hostel – 2004-06
* Playing Cricket, Bowling, Table Tennis, Football and Chess

 **Achievements**

“**Employee of the Month – Indigo Consulting**” – November 2007
**“Outstanding Performance of the Year – Ignitee Digital Solutions”** – October 2010

Played CAG Shield – Cricket since last 2 years.

Organized & Played “Chennai Super Sixes”

**Extra Curricular Activities**

Super moderator of well-known SEO forum – [www.textlinksforum.com](http://www.textlinksforum.com)

Currently, Faculty at Infitech PHP Course (Training Student on SEO, SEM & Social Media)

Guest Faculty at Infitech Institute, Mulund & was Guest Faculty at Ignition (Join Venture of Ignitee Digital Solutions)

**ACADEMICS**

* MBA in Marketing, ITM Institute – May 2009
* Graduation in Commerce, Mumbai University – March 2006

**PERSONAL INFORMATION**

Date of Birth: May 13th, 1986

Marital Status: Unmarried

Languages Spoken: English, Hindi, Gujarati

Hobbies: Music, Movies, Cricket, Table Tennis, and Organizing