

PAUL MATHEW M

Sr. Accounts Manager - Advertising

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Summary

Strategic thinker with expertise in market research, data analysis, and brand management. Proven success in digital marketing, content creation, and creative thinking. Adept at project management, strong communication, and leadership skills. Skilled in negotiation, customer relationship management (CRM), and analytical problem-solving. Outstanding presentation skills and projective thinking. Culturally aware, financially astute, and committed to continuous learning.

Personal Profile

DOB : 21/10/ 1989
Nationality : Indian
Marital Status : Married
Languages : English, Hindi & Malayalam
Residing In : Bahrain
Valid GCC
Driving License : Yes

Educational Qualification

MBA, 2016- 2018, IIM KOZHICODE, INDIA

B.Tech, Mechanical Engineering, 2008-12
KARUNYA UNIVERSITY, INDIA

Licenses & Certificates

Social Media Marketing: Strategy and Optimization - **LinkedIn Learning**
The Fundamentals of Digital Marketing - **Google**
Metaverse and NFTs for Marketing - **LinkedIn Learning**
Certificate in Business Skills – **IGNOU**

Other Skills

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Personal Interests

Reading, running, analysing new events on digital platforms, volunteering work, watching movies, etc.

Digital Tools Used

Google Analytics, Meta Ads, SEO/SEM, Canva, Microsoft PowerPoint & Excel, Ubersuggest, SEMrush

Professional Experience

Sr. Accounts Manager, MBO Advertising, Dubai
Feb 2019 - Present (5 Years & 9 Months)

Digital Marketing & Social Media Strategy:

- Spearheaded and optimized digital marketing strategies to meet diverse client objectives, enhancing brand visibility and engagement.
- Devised and executed high-impact social media strategies, resulting in a monthly revenue increase of AED 250,000.
- Developed and managed monthly social media calendars, aligning with brand guidelines and marketing goals.
- Led comprehensive marketing campaigns across multiple digital platforms, achieving significant ROI, including a 3-month campaign for a major FMCG brand that generated 4 million impressions and increased sales.
- Proficient in Canva, delivering high-quality, visually appealing creatives under tight deadlines.

Content Creation & Creative Advertising Concepts:

- Conceptualized and developed storyboards for marketing campaigns, collaborating with the creative team to ensure seamless execution.
- Oversaw the creation and approval of innovative advertising concepts and brand messaging, maintaining consistency and quality across all channels.
- Leveraged creative advertising techniques to boost brand recognition and customer engagement.

Brand Marketing & Media Planning:

- Ensured brand messaging consistency across all marketing channels, reinforcing brand identity and positioning.
- Directed media planning and sales efforts to optimize campaign reach and effectiveness.
- Formulated strategic marketing plans incorporating comprehensive market trends, consumer behaviour insights, and competitive analysis.

Client Relationship Management & Client Expectations:

- Expanded the agency's client portfolio through strategic business development and client acquisition efforts.
- Cultivated and maintained strong client relationships, providing strategic consultation and ensuring high levels of client satisfaction.
- Managed client expectations effectively, delivering exceptional service and exceeding project goals.

Market Research & Data Analysis:

- Conducted extensive market research and competitive analysis, providing actionable insights to inform marketing strategies.
- Utilized data analytics to measure campaign performance, optimize marketing efforts, and drive strategic decision-making.

Project Management & Team Leadership:

- Led a high-performing creative team, fostering a collaborative environment and ensuring timely delivery of marketing projects.
- Provided mentorship and performance feedback to team members, enhancing productivity and creativity.
- Managed multiple projects simultaneously, demonstrating exceptional organizational and project management skills.

SEO & SEM Implementation:

- Implemented advanced SEO and SEM strategies, significantly increasing organic website traffic by 50%.
- Executed targeted marketing campaigns, resulting in a 50% increase in ecommerce sales within three months.

Event Management & Execution:

- Planned and executed successful events and promotional activities, driving brand engagement and awareness.
- Coordinated logistics, managed budgets, and ensured seamless event execution, achieving marketing objectives.

Vendor Management & Negotiation Skills:

- Managed vendor relationships, ensuring high-quality deliverables and cost-effective solutions.
- Negotiated favourable contracts and agreements, contributing to revenue growth and client satisfaction.

PR Collaborations, Influencer Outreach & Digital Products:

- Established strategic PR collaborations and partnerships to enhance brand credibility and reach.
- Conducted influencer outreach programs to amplify brand messaging and expand audience engagement.
- Created and marketed digital products, including a downloadable e-book, improving email marketing effectiveness and database growth.

Budget Management & Pricing Strategy:

- Managed marketing budgets efficiently, maximizing ROI on campaigns and initiatives.
- Developed competitive pricing strategies and quotations, ensuring profitability and client satisfaction.

Key Achievements:

- Achieved a 50% increase in e-commerce sales in 3 months through strategic landing page redesign and marketing campaigns.
- Transformed an agricultural corporation property into a popular tourist destination through effective rebranding and marketing strategies.
- Enhanced email marketing performance by creating a database of 5,000 emails through a well-designed digital product.

Past Experiences**Sr. Mechanical Engineer****Product Design (2012 - 2018, 6 Years)**

- Led a Mechanical Design team at VVDN Technologies, driving the successful development of an industrial-grade IP 67 rugged tablet and a tamper-proof surveillance camera for military applications.
- Managed project lifecycles, ensuring timely delivery, and implemented DFMA principles for optimal functionality. Worked at NEST SFO Technologies, R&D Centre, contributing to projects such as the development of home automation units and portable ultrasound scanners.
- Solid foundation in engineering principles, including engineering design (using CAD) and value engineering. Managed NPD projects (New Product Development).