

# Govind Chaturvedi

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Valid UAE Driving License



## Profile

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Marketing and business development professional with over 5 years of experience in multiple industries. Currently working as Digital Marketing Manager with one of the fastest growing business group with diverse portfolio in the Middle East. Passion for working with people from diverse backgrounds. Geographic exposure includes Middle East, U.S.A. and South East Asia.

## Relevant Knowledge, Skills, and Training

Digital Marketing • Event Management • CRM Management • Strategy Implementation • Business Development • Market Research • Consulting • Analytical Thinking • Google Ad Words • Google Analytics • Facebook Ads • Team Work • Goal Driven

## Education

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- **Master of International Business**, Hult International Business School—Dubai & San Francisco
  - GPA of 3.5/4.00
  - Specialized in Digital Marketing
  - Consulting project for PETROFAC aiming for the best Recruiting, Developing & Retaining Strategies
- **Bachelor of Engineering**, Heriot Watt University – Dubai, UAE
  - GPA of 3.3/4.00
  - Graduated with Distinction
  - Major in Electronic & Electrical Engineering
- **Hubspot Inbound Marketing Certified**
- **Google Adwords Certified**
- **Certificate in Digital marketing and Social Media for Business**
- **IELTS - 8.0 Bands**

## Professional Experience

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**ARLOID REAL ESTATE DEVELOPMENT FZ-LLC** – Dubai, UAE

September 2017 – Present

**Digital Marketing Manager.** Support a range of marketing objectives in line with marketing communications strategy including new customer acquisition and customer retention, through online conversion, engagement and brand building.

- Responsible for developing and executing the Arloid Group's unique digital Marketing & Sales Strategies.
- Managing the annual budget to generate quality leads and successfully achieve sales and revenue targets using multi-channel platforms both digital and offline.
- Plan and execute the project wise Marketing and Advertising plan including digital media, print, ATL, BTL and social media management.
- Increased lead generation through campaigns on Google Ad Words, Facebook and LinkedIn with a focus on Content Marketing and use of Analytics for reporting.

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- Measuring and optimizing all digital campaigns regularly in line with the ROI prospective goals and Produce regular reports and statistical evidence of marketing activities.
- Managing the media schedule and media related activities such as interviews, pitching, retainers, artwork, write-ups and translations. (Expertise on Newsweaver, Constant Contact, MailChimp on creating emails and newsletters).

**ENERGY MANAGEMENT SERVICES EMIRATES (EMS)** – Dubai, UAE

June 2015 – August 2017

**Marketing & Business Development Manager.** Developing and implementing an integrated marketing strategy to increase Company service awareness in order to maximize company revenues.

- Developing and implementing marketing strategies and campaigns for EMS (Digital, ATL, BTL and Social media)
- Managing the EMS social media accounts and promote various events through them (Twitter, Facebook, LinkedIn and EMS blog).
- Coordinate and manage the marketing vendors and event organizers in the region to ensure effective ROI on all the marketing campaigns
- Work closely with the marketing teams based in other regional offices of EMS (Jordan and Saudi Arabia)
- Organizing and participating in the relevant industry events for branding and promotion.
- Design and send bi-monthly company newsletter through Mailchimp and Zoho Campaigns to more than 3,500 recipients.
- Complete implementation, training and management of CRM, ZOHOO project and MS project which increased sales efficiency by 50 % through implementation and managing best and latest technologies
- Generate bi-weekly and monthly reports from the CRM for reporting to the department heads, CFO and CEO
- Regularly conduct competitor analysis to conclude the key selling points of the organization and adapt marketing plan accordingly
- Developing Business and analysing information retrieved to offer pertinent business solutions.
- Developing and delivering all tender proposals on time with pass rate of technical evaluation higher than 99%.

**FRANCORP MIDDLE EAST**—Dubai, UAE

September 2013 – May 2015.

**Franchise and Marketing Consultant.** The role involves developing and implementing marketing strategy for Francorp and its clients. It also involves handling consultation with prospective clients about their business concept, performance and growth objectives.

- Developing and implementing marketing strategies for Francorp for lead generation including offline and Digital marketing.
- Organize and Participate in International Franchising & SME Fairs and Trade shows to promote Francorp and its clients.
- Develop marketing plans directing clients through the process of generating franchisee leads.
- Implemented Zoho CRM for lead and marketing campaign management.
- Conducting Online Marketing analysis and evaluation of the same to estimate return on marketing investments.

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- Consulting (face-to-face, Skype, telephonic) with prospective clients to review their business concept, performance, refine growth objectives etc. in order to develop franchise program.
- Meeting and consulting potential investors to sell franchise.
- Clients managed by me are Sedar, Danube Home, Fine, Oregano, SensAsia, Coffeol and Taqado and many more.
- Develop operations manual for all Francorp clients.

**HULT INTERNATIONAL BUSINESS SCHOOL**—Dubai, UAE

2011 – 2012

**Regional Marketing Executive.** Handling all aspects of the recruitment process for students and finding new innovated ways to capture their interest. Making strategies for Digital marketing and Tele marketing. My main job role was to plan and run large scale email marketing, social media marketing, and paid search marketing campaigns.

- Planning & running large scale email marketing campaigns with Regional Marketing Manager.
- Developing regional Marketing campaigns (e-mail, social media, paid search, direct mail, print).
- Creation of landing pages for various events for registration of the guests and other activities.
- Conducting Competitor analysis for all programs to conclude the key selling points of the institution.
- Conducting Online Marketing analysis and evaluation of the same to estimate return on marketing investments (Google Analytics).

### Additional Information

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**Languages:** English (fluent), Hindi (native).

**Technologies:** MS Word, Excel, PowerPoint, Access, Project, Google Adwords, Facebook Ads, Google analytics, Salesforce, Zoho CRM, Zoho Projects, Zoho Campaigns, Bitrix 24, MailChimp, Hootsuite, Hubspot