

GAURISH POWAR

Group Digital Marketing Manager

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1201, Al Barsha star, Al Barsha 1, Dubai



EDUCATION

Visvesvaraya Technological University

Bachelor of Engineering in Computer Science- 2012

Moodkatte Institute of Technology

Karnataka University

Diploma in Computer Science,- 2007

Govt. Polytechnic, Karwar

SKILLS

- Team Management & Thought Leadership
- Performance Marketing
- CRO Specialist
- Stakeholder & Key Account Mgmt.
- AI Marketing
- CRM
- Personalization & Automation
- Content Strategy
- Ad-tech & Mar-tech
- PMO & Business Growth tools,
- Specialized in ROI, Revenue & Demand Generation
- SEO, & Pay Per Click (PPC),
- Shopping campaigns
- Social Media Campaigns & Optimization
- Business & Marketing Intelligence - BI, Data studio
- GA360 & GA4
- Google Search Console
- 360 Digital Marketing, ATL, BTL, TTL, Retargeting, Branding, & Demand Gen
- Digital Marketing & Strategy Analysis, Planning & execution
- Programmatic- DV360
- JIRA
- Monday.com
- Hootsuite

CERTIFICATIONS

- Google AdWords
- Google Mobile
- Google Search & Video
- Facebook Analytics
- Google Display
- Google Marketing Tools

SOFT SKILLS

- Team Leadership
- Analytical & Strategic Planner
- Communicator
- Innovator
- Motivator
- Client & customer Relationship Management
- Negotiation Skills

SUMMARY

- Persuasive & result-oriented professional with nearly 12 years of experience in delivering excellence in driving the highest possible revenue for the business
- A proven expert in enhancing productivity, consistently achieving all Key Performance Indicators (KPIs) through a strategic and analytical approach.
- Proficient in solo forecasting (annual and quarterly) and P&L, adapting to weekly and monthly planning, and budgeting.
- Spearheading all aspects of paid media strategies, including media spend, audience targeting, creative management, CRM, and WhatsApp initiatives.
- Expertise in 360 Digital marketing encompassing SEO, Search, Display, Video, Shopping, Social media Marketing, Branding, and Remarketing campaigns.
- Skilled in Keyword Analysis, and Google analytics like GA360 & GA4.
- Possesses in-depth expertise in conducting Keyword Research, including Branded, business-related keywords, competitor analysis, and evaluating landing page structures for optimization campaigns.
- Proficient in generating higher conversions and ROI, closely monitoring and optimizing campaigns on a day-to-day basis to achieve ROI.
- Brand custodian & managed calendar, budget, and margins, and successfully led internal projects at Europcar, MAF & Alshaya Group.
- Managed & Led the overall implementation of E-commerce on digital platforms, including strategy, media planning, media buying, execution, and optimization.
- Skilled in performance marketing, conversion rate optimization, CRM automation, AI marketing, and website personalization.
- Experienced in establishing strategic C-level relationships and identifying enterprise leads in the sales pipeline.
- Project Management Skills: implemented Jira successfully, executing key projects including website launch, onboarding agency, E-commerce launch, WhatsApp for Business implementation, and overseeing company-wide major campaigns such as Yellow Campaign 2019 and Yellow Fashion Week.
- Extensive experience in using tools including Google Analytics, GTM, Data Studio, Dynamics Yield, Power BI, Exponea, Hootsuite, Brandwatch, Socialbakers, Yext, Jira, Monday.com, and all Social Media Marketing - Business Managers.
- People-friendly, collaborative, and approachable, interpersonal, analytical, problem-solving, and facilitating skills.
- Known for punctuality, positive attitude, strong technical skills, interpersonal skills, and team management

PROFESSIONAL EXPERIENCE

Group Digital Marketing Manager

Europcar Dubai | Apr 2023 till date

- Directly managing all online marketing to increase sales through E-commerce, increasing quality leads, website traffic & brand awareness from organic search, paid search, and social media marketing
- Managing a 5-member team, & 6 agencies for website development & Search engine optimization, Performance Marketing, Affiliates, and creative department
- Strategies to drive online traffic and deliver ROI.
- Directly Managing website development process and API
- Managing content media team, strategizing for all the content for paid media as well as organic medium
- Analyzing the results and effectiveness of campaigns to deliver actionable insights

Digital Marketing Specialist

Majid Al Futtaim, Dubai | Jan 2022–March 2023

- Data analysis, competitor analysis, segmentation, user journey, and strategic & tactical campaign planning
- Managing a lean team of digital and social media marketers while chasing performance, ROI, and efficiency
- Directly managing all online marketing efforts and effectively increasing conversions from all sources, including organic search, paid search, and social media marketing
- Strategizing to drive online traffic and deliver ROI, planning all digital marketing strategies across channels
- Optimizing the conversion funnel for specific traffic sources, and user segments with remarketing strategies
- Analyzing the results and effectiveness of campaigns to deliver actionable insights and generating monthly reports on digital marketing
- Implementing integrated marketing communication plans that maintained brand consistency, maximized effectiveness, met measurable objectives, and executed customer relationship management strategy
- Searching for new opportunities by analyzing the BI, GA, customer requirements, market trends, and competitive gaps
- Developing a marketing plan for key calendar activities, specific products & categories, retention of existing customers, and the acquisition of new customers.
- Assessing the effectiveness of the marketing campaigns that support brands, categories & products and reporting back to the business on required changes
- Strategizing remarketing plans for 1st party data (CRM data, website visitor at the home page, category, PLP & product page)
- Strategies & structure on Paid Search campaign, PMAX & Shopping campaign which delivered 2.3X incremental growth
- Managing structure on Social campaigns including Advantage+ which delivered 2.1X incremental growth

Digital Marketing Specialist & Team Lead

Alshaya Group, Dubai, Kuwait & India | Sep 2015 - Dec 2021

Digital Marketing Specialist - Alshaya Dubai

- Managed benchmarks, and ROI, and presented weekly reports to VPs and other senior department managers.
- Competitive analysis to determine where the product or brand stand
- Manage Performance Marketing activities
- Oversaw a wide array of business functions including branding, communication channels, online and offline promotions, and market research.
- Played a key role in the development of short & long-term strategic plans including annual business plans, media, promotion, Brand Lift and innovation pipelines.

Digital Marketing Team Lead, Alshaya Kuwait

- Led projects on Facebook, Google, and Snapchat in global test & GCC 1st campaigns like FB and IG Lens, WFB bot system, Store Sale optimization, and so on with a team size of 5 members for 90+ brands
- Directed multiple projects during Covid19 like E-com website launch, WFB integration, Digital Catalogue Campaigns, Jira and Yext implementation,
- Managed full E-com project lifecycle from Conceptualization, Implementation, and Optimization that improved conversion & Increased ROI by 863%,
- Successfully launched companywide promotion campaigns, which resulted in 4 X increase in ROI each on Black Friday and Fashion Weekend

Digital Marketing Team Lead, Alshaya Bangalore

- Led a team of 4 members for world-famous Brands like Starbucks, H&M, Mothercare, Victoria's Secret, American Eagle, Bath & Body Works, Debenhams, The Cheesecake Factory, MAC, Boots, West Elm, Muji, and Asha's
- Successfully single-handedly taken care of all the 90 brands from Alshaya for 1.5 years executing 5000 campaigns on Google AdWords and social media with the highest efficiency
- Executed successive campaigns during Mothercare E-Com launch, resulting in a growth of +40%
- App Installed for APC app which resulted in increasing members by 20%
- Achieved \$53,000 on H&M Designer collection after spending \$7000 for offline purchase conversion through the SSO campaign

SEM Manager

Adsyndicate Services Pvt. Ltd Bangalore | Mar 2014 – Sep 2015

- Directed multiple digital accounts including optimization of Google AdWords & Facebook campaigns while managing a team of 3 members and mentoring the digital platforms
- Led SEO, and content Development team, & Implemented SEO's & paid Media best practices
- Designed and developed online marketing campaigns to maximize search engine returns and website traffic
- Led projects for SBI Bank, Syndicate Bank, Canara Bank, Raheja Builders, SertaMe, & KingKoilMe

Other Work Profiles

Web Developer/designer - Texnoix Pvt Ltd, Goa | Sep 2013 – Jan 2014

Software Engineer Trainee. Acme Jet Technologies, Bangalore, | Feb 2013 – Sep 2013