

# SHINOY RAJENDRAPRASAD

## WORK EXPERIENCE

### Digital Marketing Specialist

**NAFFCO ( UAE , OCT 2021 – PRESENT )**

NAFFCO is a Middle East-based manufacturer of firefighting products, its business being built around fire protection engineering.

**Founder:** Eng. Khalid Al Khatib      **Founded:** 1991      Number of **employees** : 15,000  
World's prestigious places like Burj Khalifa, Palm Jumeirah, Dubai Metro, Dubai Tram & more places in over 100 countries protected by NAFFCO

#### Responsibilities handled:

- Work with Digital Marketing to define execution plans for regional 360 Marketing plans, brands, and products.
- Develops digital marketing strategy by studying economic indicators, tracking changes in supply and demand, identifying customers and their current and future needs, and monitoring the competition.
- Responsible of developing 360 marketing campaigns encompassing SEO, PPC, Social Media, Partnerships, Events, Outdoor and News Advertising.
- Analyses and measures the performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Manage marketing budgets, delivering commitments to those budgets, leading the team to control expenditure and maximize ROI.
- Track, measure, and analyze campaign results, using analysis for future campaign optimization and continuous improvement.
- Manage planning and execution of events including timelines, venues, suppliers, travel, catering, and budgets
- Manages Social Media accounts, monitors social analytics, & all kind of paid ads
- Social Media Profile Verification & Wikipedia page creation.
- Track and measure SEO and Google Analytics metrics and provide reports
- Research competitors and provide suggestions for improvement.
- Leading B2C & B2B marketing campaigns
- SEO Training freshers and creating roadmap for their success.

### Digital Marketing Specialist & IT Support Engineer

**Sansaya Clinic – Cosmetic Surgery & Dentistry ( UAE , JAN 2021 – OCT 2021 )**

#### Responsibilities handled:

- Develops and executes digital marketing strategy
- Manages social media accounts, monitors social analytics, & runs paid ads
- Analyses and measures the performance of all digital marketing campaigns
- Implements branding in all marketing collaterals both online and in print
- Leading marketing campaigns from the idea stage through their execution
- Monitoring and evaluating online media campaigns to keep them effective
- Working with other department to discuss plans and marketing strategies
- Staying current with emerging opportunities in the digital marketing world
- Oversee all the company's social media accounts
- Track and measure SEO and Google Analytics metrics and provide reports
- Research competitors and provide suggestions for improvement
- Started SMS marketing for the Sansaya Cosmetic Surgery & Dentistry Clinic
- HostGator maintenance, Outlook Email Configuration, Filtering & Backup
- CCTV and Biometric System Maintenance



**SHINOY RAJENDRAPRASAD**

**Digital Marketing Specialist  
IT Support Engineer**

**WWW.SHINOYS.COM**

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Jumeirah Lake Towers  
Dubai

**UAE Mobile Number**

**+971 56 56 7 1367**

**Email Address**

[admin@shinoys.com](mailto:admin@shinoys.com)

**Design Skills**

- **Photoshop**
- **Lightroom**
- **Power Director Video Editor**
- **Adobe After Effects**

**MOBILITY**

Willing to travel and relocate as required.

## PASSPORT INFO

Passport Number: T3274452  
Date of Issue: 31/01/2021  
Date of Expiry: 30/01/2031  
Place of Issue: Dubai

## SKILLS

Business Skills  
Interpersonal Skills  
Communication Skills  
Problem Solving Skills

## Visa Status

Employment Visa ( Free Zone )

## Social Media Profiles



Shinoy Rajendraprasad

## SEO Keywords

- BEST SEO EXPERT DUBAI
- BEST SEO EXPERT UAE
- SEO EXPERT JLT
- MARKETING SPECIALIST JLT
- MARKETING EXPERT JLT
- SEO EXPERT DUBAI
- LOCAL SEO EXPERT JLT
- SEO MARKETING JLT
- SEO SERVICE JLT
- BLACKHAT SEO DUBAI
- SEO JLT
- SEO CONSULTANT DUBAI
- SEO SPECIALIST JLT
- BEST SEO SERVICE JLT
- SEO EXPERT UAE
- DIGITAL EXPERT JLT

## Digital Marketing Specialist & IT Support Engineer

**NEW AL SHEFA DAY SURGERY CENTER ( UAE, FEB 2019 – JAN 2021 )**

### Responsibilities handled:

- Managed IT and Digital Marketing of 3 branches
  1. New Al Shefa Clinic JLT Branch
  2. New Al Shefa Clinic Jumeirah Branch
  3. New Al Shefa Clinic Al Wasl Road Branch
- Market knowledge(**Facebook, Instagram, Google, LinkedIn, Twitter, YouTube**)
- SMO - Social Media Optimization
- Email Marketing
- Messenger Marketing (Many Chat)
- Video Marketing (YouTube & Facebook)
- Power director video Editing Expert
- SEM - Search Engine Marketing ( Quick Ads & PPC Ads )
- Google Analytics
- SEO - Search Engine Optimization (On page & Off page)
- Design, build and maintain our social media presence
- Word press website maintenance & Html Website Development
- Measure and report performance of all digital marketing campaigns, and assess against goals
- Managing digital agency relationships, day-to-day production, as well as campaign budgets and schedules
- Owning and maintaining site analytics, metrics, and campaign reporting
- Google My Business maintenance
- A2 hosting maintenance, Outlook Email Configuration, Filtering & Backup
- Direct Communication with the clients & Remote supports to clients
- Arrange business meetings with prospective clients
- Operating system Installation & Troubleshooting
- Installation & Configuration of Computer Peripheral devices
- Configuration of LAN, WLAN, WAN Networks & Troubleshooting
- Time management and planning skills
- Office 365 Implementation and trouble shootings
- IT Budget preparation & IT Purchase requisition
- Network Printer configuration & trouble shooting
- Access point configuration & Installation
- IT Infrastructure Management & IT asset management
- Cisco Router & Cisco, D-link, Switches Configuration.
- Configuration of Hospital Management Software & Data Backup
- Maintain entire security systems over the networks

## Digital Marketing Specialist

( July 2018 – Dec 2018 )

### **Foive Info Global Solutions**

### Responsibilities handled:

- Social media planning for execution of marketing strategies and community management
- Performing research on current benchmark trends and audience preferences
- Designing and implementing social media strategy to align with business goals.
- Maintaining strong social media and brand presence across Twitter, Facebook and Instagram platforms
- Implementing marketing and promotion tactics that led to the growth in social media shares and increase
- In website traffic from social media posts
- Monitor the online presence of the company's brand and engage with users, strengthening customer relationships

## CLIENTS

- NAFFCO - DUBAI
- NEW AL SHEFA - DUBAI
- TPC TECHNOLOGY -DUBAI
- RIXOS GSM - DUBAI
- APEX GSM - AUSTRALIA
- DYNASTY CLINIC – DUBAI
- ARTEMIS CENTER - IRAN
- HE BE SKIN HEALTH - USA
- TRIGA GLOBAL - USA
- SHIELD GLOBAL - AUSTRALIA
- SHIELDME - DUBAI
- NOURISH LONDON – UK
- KAMIRA COSMETICS
- NAFFCO FLOW CONTROL
- TRIGA FIRE SOLUTIONS
- ZILLY HARDWARE – DUBAI
- NAFFCO MODULAR – DUBAI
- NAFFCO ELECTRIC – DUBAI
- BRASS LIGHT – DUBAI
- OSL – CANADA
- NAFFCO VEHICLES – DUBAI
- NAFFCO AVIATION – DUBAI
- Dr. MIRESMALI - ALSHEFA
- Dr. GOLSORKI – ALSHEFA
- Dr. MAHBOBEH – ALSHEFA
- Dr. SOHEILA – NEW ALSHEFA
- Dr. ZORAYA – SANSAYA
- Dr. NEHA – GLASSGLOW
- Dr. NICOLE – HE BE SKIN
- Dr. TONY – DENTAL STUDIO

## IT SUPPORT ENGINEER

( Jun 2017 – Jun 2018 )

**FLIPKART** (Employee Code: 100000000433058)

### Responsibilities handled:

- Communication with the clients
- Provide prompt and accurate feedback to clients
- Track computer system issues through to resolution, within agreed time limits
- Research and identify solutions to website issues
- Document Creation
- Network Troubleshooting

## IT SUPPORT ENGINEER

( Feb 2012 – Jan 2013 )

**Mud Max Film Production**

### Responsibilities handled:

- Investigating, diagnosing and solving computer software and hardware faults
- Software Installation
- Installed and maintained the company's computer systems and network
- Social Media Maintenance
- Direct communication with celebrities
- Manage social media groups, pages and accounts
- Recommended computer products and applications to improve productivity
- Provided on-phone and online support for users of extended campus
- communication network to facilitate effective operation of IT resources

## IT SUPPORT ENGINEER

( Jul 2011 – Jan 2012 )

**Ernst and Young (EY)**

### Responsibilities handled:

- Assisted customers with anti-virus program installations and virus removals
- Used good problem-solving skills for troubleshooting problems
- Communicated with company representatives and vendors to identify computer products that would support and enhance departmental and company operations
- Worked closely with IT team members and supervisors to improve troubleshooting skills and situation analysis

## TECHNICAL PROFILE

- Photo Editing Software Skills: Photoshop, Light Room, Photo Make-Up Editor
- Video Editing Software Skills: Power Director, Premiere Pro, After Effects

## EDUCATION

- **Computer Science Engineering ( 81% Mark )** ( May 2013 – Apr 2017 )  
Karpagam College of Engineering, Tamil Nadu
- **Diploma in Computer Science ( 62% Mark )** ( Oct 2008 – Apr 2011 )  
Karpagam Polytechnic College, Tamil Nadu.

## DECLARATION

The above information and particulars are true and correct to the best of my personal knowledge and belief.  
- Shinoy Rajendraprasad