



SHINOY RAJENDRAPRASAD
Digital Marketing Specialist
IT Support Engineer
WWW.SHINOYS.COM

Cluster M
Jumeirah Lake Towers
Dubai

UAE Mobile Number

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Email Address

helloshinoy@gmail.com

Design Skills

- Photoshop
- Lightroom
- PowerDirector Video Editor
- Adobe After Effects

MOBILITY

Willing to travel and relocate as required.

SHINOY RAJENDRAPRASAD

WORK EXPERIENCE

Digital Marketing Specialist

NAFFCO (UAE, Oct 2021 - Present)

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

Founder: Eng. Khalid Al Khatib Founded: 1991 Number of employees: 20,000

Prestigious landmarks such as Burj Khalifa, Palm Jumeirah, Dubai Metro, and Dubai Tram, along with projects in more than 100 countries, are protected by NAFFCO.

Key Responsibilities:

- Collaborate with the digital marketing team to define execution plans for regional 360° marketing plans, brands, and products.
- Develop digital marketing strategies by studying economic indicators, tracking changes in supply and demand, identifying current and future customer needs, and monitoring competitors.
- Develop 360° marketing campaigns encompassing SEO, PPC, social media, partnerships, events, outdoor advertising, and news advertising.
- Analyze and measure the performance of all digital marketing campaigns against goals, including ROI and KPIs.
- Plan and execute web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Manage marketing budgets, meet budget commitments, lead the team in controlling expenditure, and maximize ROI.
- Track, measure, and analyze campaign results to optimize future campaigns and drive continuous improvement.
- Plan and execute events, including timelines, venues, suppliers, travel, catering, and budgets.
- Manage social media accounts, monitor social analytics, and oversee all types of paid advertising.
- Manage social media profile verification and Wikipedia page creation.
- Track and measure SEO and Google Analytics metrics and prepare reports.
- Research competitors and provide recommendations for improvement.
- Lead B2C and B2B marketing campaigns.
- Provide SEO training to new team members and create roadmaps to support their success.

Digital Marketing Specialist & IT Support Engineer

Sansaya Clinic - Cosmetic Surgery & Dentistry (UAE, Jan 2021 - Oct 2021)

Key Responsibilities:

- Develop and execute digital marketing strategies.
- Manage social media accounts, monitor social analytics, and run paid advertising campaigns.
- Analyze and measure the performance of all digital marketing campaigns.
- Implement branding across all marketing collateral, both online and in print.
- Lead marketing campaigns from concept through execution.
- Monitor and evaluate online media campaigns to maintain effectiveness.
- Collaborate with other departments to discuss plans and marketing strategies.
- Stay current with emerging opportunities and trends in digital marketing.
- Oversee all of the company's social media accounts.
- Track and measure SEO and Google Analytics metrics and prepare reports.
- Research competitors and provide recommendations for improvement.
- Launched SMS marketing for Sansaya Cosmetic Surgery & Dentistry Clinic.
- Maintain HostGator hosting, configure Outlook email, and manage filtering and backups.
- Maintain CCTV and biometric systems.

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

- SEO EXPERTS WORLD
- SEO EXPERT JLT
- BEST SEO EXPERT DUBAI
- BEST SEO EXPERT UAE
- SEO EXPERT DUBAI
- LOCAL SEO EXPERT JLT
- SEO MARKETING JLT
- SEO SERVICE JLT
- SEO JLT
- SEO SPECIALIST JLT
- BEST SEO SERVICE JLT
- SEO EXPERT UAE

Digital Marketing Specialist & IT Support Engineer

NEW AL SHEFA DAY SURGERY CENTER (UAE, Feb 2019 - Jan 2021)

Key Responsibilities:

- Managed IT and digital marketing for 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
- Managed marketing activities across Facebook, Instagram, Google, LinkedIn, Twitter, and YouTube.
- Performed social media optimization (SMO).
- Managed email marketing campaigns.
- Managed Messenger marketing using ManyChat.
- Produced video marketing content for YouTube and Facebook.
- Edited videos using PowerDirector.
- Managed search engine marketing (SEM), including Quick Ads and PPC campaigns.
- Used Google Analytics for performance tracking and reporting.
- Performed SEO, including on-page and off-page optimization.
- Designed, built, and maintained the company's social media presence.
- Maintained WordPress websites and developed HTML websites.
- Measured and reported the performance of all digital marketing campaigns and assessed results against goals.
- Managed digital agency relationships, day-to-day production, campaign budgets, and schedules.
- Owned and maintained website analytics, metrics, and campaign reporting.
- Maintained Google My Business listings.
- Maintained A2 Hosting, configured Outlook email, and managed filtering and backups.
- Communicated directly with clients and provided remote support.
- Arranged business meetings with prospective clients.
- Installed and troubleshoot operating systems.
- Installed and configured computer peripheral devices.
- Configured and troubleshoot LAN, WLAN, and WAN networks.
- Demonstrated strong time-management and planning skills.
- Implemented and troubleshoot Office 365.
- Prepared IT budgets and purchase requisitions.
- Configured and troubleshoot network printers.
- Configured and installed access points.
- Managed IT infrastructure and IT assets.
- Configured Cisco routers and Cisco and D-Link switches.
- Configured hospital management software and managed data backups.
- Maintained security systems across the network.

Digital Marketing Specialist

Foiwe Info Global Solutions (Jul 2018 - Dec 2018)

Key Responsibilities:

- Planned social media activities to execute marketing strategies and support community management.
- Researched current benchmark trends and audience preferences.
- Designed and implemented social media strategies aligned with business goals.
- Maintained a strong social media and brand presence across Twitter, Facebook, and Instagram.
- Implemented marketing and promotional tactics that increased social media shares.
- Increased website traffic through social media posts.
- Monitored the company's online brand presence and engaged with users to strengthen 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

FLIPKART (Employee Code: 100000000433058) (Jun 2017 - Jun 2018)

Key Responsibilities:

- Communicated with clients.
- Provided prompt and accurate feedback to clients.
- Tracked computer system issues through resolution within agreed time limits.
- Researched and identified solutions to website issues.
- Created and maintained documents.
- Troubleshoot network issues.

IT SUPPORT ENGINEER

Mud Max Film Production (Feb 2012 - Jan 2013)

Key Responsibilities:

- Investigated, diagnosed, and resolved computer software and hardware faults.
- Installed software.
- Installed and maintained the company's computer systems and network.
- Maintained social media channels.
- Communicated directly with celebrities.
- Managed social media groups, pages, and accounts.
- Recommended computer products and applications to improve productivity.
- Provided phone and online support to users of the extended campus communication network to support effective IT operations.

IT SUPPORT ENGINEER

Ernst and Young (EY) (Jul 2011 - Jan 2012)

Key Responsibilities:

- Assisted customers with antivirus software installation and virus removal.
- Applied strong problem-solving skills to troubleshoot technical issues.
- Communicated with company representatives and vendors to identify computer products that supported and enhanced departmental and company operations.
- Collaborated closely with IT team members and supervisors to improve troubleshooting skills and situation analysis.

TECHNICAL PROFILE

- Photo Editing Software Skills: Photoshop, Lightroom, Photo Make-Up Editor
- Video Editing Software Skills: PowerDirector, Premiere Pro, After Effects

EDUCATION

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

DECLARATION

The above information is true and correct to the best of my knowledge and belief.

- Shinoy Rajendraprasad