



Christy KUNJUMON | Associate Account Director

SUMMARY

Christy is a cross-channel digital marketing expert with over 8+ years experience in digital marketing and analytics and a further 3 years' experience in Inbound Marketing(SEO).

Christy has a strong programmatic experience with deep knowledge of DV360 and is fully certified across the Google Marketing Platform.

EDUCATION

- MBA(Marketing) - 1st Year(ends 2022)
- Bachelor of Commerce

SELECTED SKILLS

- Digital Strategy & Media Planning
- Performance Marketing - Search, Social, Programmatic & Affiliate
- Google Marketing Platform & Data Analytics

SELECTED CLIENT EXPERIENCE

DXB Entertainment - Dubai Parks and Resorts, Meraas L&E

- Account Manager for DPR, Meraas L&E which includes Motiongate Dubai, Bollywood Parks Dubai, Riverland, Laguna Waterpark, The ROXY Cinemas, The Green Planet, Mattel Play! Town & DXB Venues
- Developed & Executed international digital strategy to target inbound tourist & local residents.
- Deploying effective Ecommerce Omni-Channel management(SEM, DV360, Affiliate, Paid Social & CRO)
- Managed budget of +\$6 mil, team of 2 for execution and focusing on consistent positive ROI from digital campaigns.

Department of Tourism and Commerce Marketing - Visitdubai.com

- Media planning & strategy for Paid search campaigns in 25 countries.
- Led the team to execute the strategy across all markets and meeting goals.
- Worked on digital transformation strategy with data consulting team.

Ooredoo - Telecom

- Developed Ooredoo Qatar AO yearly strategy & campaign management.
- Developed media strategy and managed Ooredoo Group Ramadan 2019 campaign in 5 countries.
- Managed 2019, 2020 Ramadan Campaign & Messi 2020 branding campaign across 7 opcos.

DAMAC Properties Dubai

- Media planning and campaign management in 15+markets & 3 search engines.
- 2020 MENA SEArch Award for best use of Search

KEY CLIENT REFERENCES



MERAAS

