

CHRISTY KUNJUMON

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ASSOCIATE ACCOUNT DIRECTOR

10+ years of experience in digital performance & inbound marketing. Strong leader who consistently takes the most challenging projects, builds exceptional teams, and drives significant ROI. Efficient and results proven professional with diversified experience in SEM, Programmatic & SMM.

Google Marketing Platform Certified

Areas of expertise include:

- Media Planning
 - Search Engine Marketing
 - Google Marketing Platform
 - Affiliate Marketing
 - Digital Strategy
 - Programmatic Display Advertising
 - Conversion Funnel Optimization
 - Datalayer Integration
 - Analytics
 - Social Media Advertising
 - Search Engine Optimization
 - Ecommerce
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ARTEFACT, Dubai Internet City, *(Previously NetBooster)*
Associate Account Director (2020–Present)

2020 – Present

- Managing DAMAC Properties, Ooredoo Group, Dubai World Trade Center, Meraas L&E assets which includes Laguna Waterpark, The ROXY Cinemas, The Green Planet & Del Monte
- Establish credibility as a business advisor to senior-level Client's by demonstrating knowledge of industry, the competition and market and by recommending sound initiatives.
- Keep Client informed of the status of projects and handling their request promptly and thoroughly so that Client's confidence in Artefact & team's ability to meet their needs is maintained.
- Ensure goals, expectations, insights and requests are understood and aligned with/by Client.
- Assist and guide the account management team to drive performance & meet Client expectations.
- Aid in new business pitches & assisting the management to win new business across activation & data marketing pitches.
- Won MENA search awards for [Ooredoo & Meraas\(Roxy\) in 2019](#). In 2020 for the best use for [search in real estate\(DAMAC\)](#) & 2 projects got shortlisted.

ARTEFACT, Dubai Internet City, *(Previously NetBooster)*
Senior Account Manager & Data Analyst (2016–Present)

2016 – 2020

Develop performance marketing strategy and media planning for leading business and prospects based in UAE & GCC.

- Account manager for DAMAC Properties, Ooredoo Group, Dubai Parks and Resorts, Meraas L&E assets which includes Laguna Waterpark, The ROXY Cinemas, The Green Planet, Mattel Play! Town & DXB Venues.
- Data Analysts for flydubai, Ejazah, Dubai Parks and Resorts, Meraas L&E and other Clients handled by Artefact.
- Created XX million budget multi channel media plans and strategy for Ooredoo Group, DAMAC, DPR, Meraas L&E.
- Responsible for generating six figure revenue on a daily basis and consistent positive ROI from digital campaigns.
- Reporting, analyzing data, identifying trends and spotting opportunities for revenue growth.
- Directly worked with leading data providers and executed strategy in the international market to capture inbound tourists.
- Handling a budget of + \$15 million and managing overall performance channels budgets allocation and targets.
- Deploying effective E-Commerce Omni-channel management (SEM, Programmatic, Affiliate, Mobile and Social Media) through innovation and process efficiency
- Managing a team of 3 account executives

Develop and perform SEM/SEO strategies and tactics. Promoted to build a new department with accountability for SEO, PPC, web analytics, lead generation/landing page design, social media advertising and email marketing.

- Responsible for strategy on Google AdWords display and programmatic ads (DV360) and third party ads platform.
- Implementing strategy for integrating in Meta search engines and optimizing the performance. Farecompare.com, Momondo.com, Wego.com and Sky scanner are some of the Meta search website.
- Analytics measurement & ecommerce tracking using various. Initiating actions based on the insights.
- Giving technical support on software and strategy for all offline events.
- Actively part of research team for new website development.
- Maintain relation with Google, Facebook and other providers for ads and related work.
- Integrating search/display dynamic retargeting for all advertisement platform.
- Creating processes in the department and helping manager to implement it efficiently.

Key campaigns:

- Emirates-Travelwings Philippines campaign: Closed major deal worth hundreds of thousands of dollars to the agency and **delivered a 300% increase in leads** through integrated online marketing strategy.
- Philippines Airline-Travelwings Philippines campaign: Closed major deal worth hundreds of thousands of dollars to the agency and **delivered a 450% increase in leads** through integrated online marketing strategy. Appreciation from Philippines airline for increase in business and thus the deal was extended to Travelwings for 2 more months.
- Revamped all PPC advertising and removed under-performing or costly ads, resulting in an immediate performance improvement.
- **Increased conversion rates 3x** for agency after leading complete change digital advertising strategy.
- **250% increase in business** using dynamic remarketing in Facebook, Google AdWords and Double Click.
- **Achieved page 1 Google rankings** for several keywords within only 6 months and increased organic search traffic by an average of 240%.

TECHWYSE INTERNET MARKETING, Toronto (*Worked in Cochin, Kerala, Indian Branch*) 2011 – 2015

SEO/SEM Team Leader/Campaign Analyst (2011–2015)

Managed all SEO on Page/off Page activities for 140 websites in Canada, US and UK. Working closely with India/Canada manager and directly managing 24 team members. Coordinated across multiple departments internally (marketing, creative services, development etc.), and collaborated with account managers in Canada to complete client projects and deliver results.

- Responsible for TechWyse.com performance and all digital marketing related activities.
- **Part of the company product/research team (AdLuge – Marketing Intelligence Tool)** and responsible for all modules related to marketing and tracking.
- Managing On page team and off page team of 24 and responsible for creating/implementing new strategies/process in team.
- Created tool (LinkLuge.com) for off page activities and measuring team productivity.
- Researched, tested and proposed new approaches for improving search engine rankings & other marketing activities.
- Governed Google Analytics/Mouse flow for the entire enterprise; setup Goals, Funnels, social media ads, tracking codes and constructed segmented reports to organization to accurately gauge web projects, campaigns and processes.
- Appreciated by TechyWyse management during various instance for showing outstanding performance and helping in the company's growth.

Key campaigns:

- TechWyse – Complete digital marketing activities.
- AdLuge – Company's marketing intelligence tool for marketers and business owners.
- Made the company very popular in all leading marketing websites via guest blogging.
- Achieved page 1 Google rankings for several keywords within only 6 months and increased organic search traffic by an average of 270%.

AADHOCC SOFTWARE TECHNOLOGIES PVT. LTD, Cochin, Kerala, India 2010 – 2011

SEO/ SEM

Developed a broad range of marketing materials including articles, press releases, newsletters, announcements, and presentations. Established and managed social media presence after identifying opportunities and volunteering to take on extra work.

- Responsible for Yummybay.com performance and all digital marketing related activities.
- Active participation in Project planning & development.

Click on the links to know more about me.

- [Faces to watch in 2018](#) – Featured in Campaign Middle east Magazine
- I share knowledge via leading digital marketing websites – [TechWyse](#), [Medium](#), [Interview blogs](#), [eBook](#) and [Infographics](#).
- [Facebook page](#), [LinkedIn](#) and [Twitter](#).

Bachelor of Technology in Information Technology, MG University, Kerala, India, 2010

Bachelor of Commerce, Calorx Teachers' University(Sabarmati University), India, 2015

Pursuing M.B.A in Marketing, 2nd Year, Bharathiar University, India