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**GRAPHIC DESIGNING - Websites, Online & Social Media**

*Consistent success providing strategic & operations leadership in uniquely challenging situations*

*Proactive decision maker targeting challenging assignments at senior managerial positions across IT and Digital Marketing and Communication, and give solution to the problems raised by the corporate in the segment*

Strategy & Planning ♦ Information Architect ♦ CUA (Certified Usability Analyst) ♦ Program Management for Online Marketing ♦ Brand Building & Management ♦ GUI Design ♦ User Experience Design ♦ Account Management ♦ Marketing Campaigns ♦ Social Media ♦ Account Mining ♦ Prototyping ♦ Front end design ♦ Cross Functional Coordination ♦ Social Marketing ♦ Performance Improvement ♦ Training/ Development ♦ Solutions Provider

**Dynamic & multi-skilled professional**, offering a strong track record of 10+ years experience in Websites, Online & Social Media. Currently spearheading efforts as an Independent Web Strategist/ Freelancer with Tobacco Films and Communications. Pragmatic, with proven managerial acumen and abilities to withstand work pressures, deliver assignments within specified time frame without compromising on quality benchmarks.

- ✓ **Possessing valuable insights**, keen analysis and team approach to implement best practices, adept at working in high pressure environments with strict deadlines and multiple deliverables.
- ✓ **Sound knowledge of SEO, Email Campaigns, Tracking Campaigns & Response Rates.**
- ✓ **Perfect team manager having** ability to lead cross-functional project teams and integrate their efforts to maximize operational efficiency. **Proficient in striking perfect coordination** with all involved agencies ensuring bottleneck-free work execution.
- ✓ **Hands on with gathering client requirement**, translating the same in schematic screens typically for websites, customer portals or internal (employee) applications. Skilled at planning, product positioning & advertising for Online Marketing media, websites, microsities (campaign oriented) Social Media.
- ✓ **A go-getter and out-of-the-box thinker with hands-on experience** in Brand Building & Management, Brand/Product Launches, Brand Communication Campaigns and Tools
- ✓ **Adept at GUI designs basis** the schematics approved by the clients based on various assets required for online presence like websites, microsities and application. Designing screens for usability research and testing. Acquire user inputs on the existing systems in order to get insights on the dysfunctional design/asset/system.
- ✓ **Proved to be an effective link** between the info team and the IT team, handling all cross functional issues and provided market insights and competitor intelligence, and evangelizing the CDI insights.
- ✓ **Articulate communicator** and motivator who can work with multinational teams and fluently speak the language of both people and technology. Possessing smart, impressive and pleasant personality.

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**PROFESSIONAL EXPERIENCE**

- ✓ **Played a pivotal role as Program/Account Manager** in strengthen the agency-client relationship. Accurately identified areas where the client needed agency's' help in having online assets which in turn generates more work and revenue for the agency, keeping the account rich and resources busy.
- ✓ **Expertise in ensuring** schematic flow of screens of applications, websites, customer portals for both clients and development team. Concept to delivery, User Experience, Mental Modes of users approaching online assets like websites, microsities, emailers, social media platforms.
- ✓ **Established relationship with the brand** and get the users engage in talking about the brand in and outside the brand pages. Institutionalized social within the company. Various department heads like brand managers, PR managers, customer facing executives were involved in creating awareness of the company in the market. Developed organic and genuine likes and interaction with the brand and its followers.
- ✓ **Established credibility in spearheading** the entire project management initiatives end to end right from conceptualization, strategic & project planning within the set parameters and operational analysis.
- ✓ **Track record of successfully developing** & streamlining systems with ability to enhance operational effectiveness and meet the operational goals.
- ✓ **Instrumental in successfully building** social presence on various platforms like facebook, pinterest, twitter. Contributed as a consultant for small and large sized companies as social media strategist. Helped them setup their own social channels for prospective clients as well as customers.