

Naresh Alluru

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Dynamic career reflecting pioneering experience and record-breaking performance greatly increasing revenues for industry leaders. Motivated professional who drives new business by implementing high-profile image-based marketing strategies to increase channel revenue. Excellent academic credentials including a Master's degree. Strong interpersonal, communications and management skills with the ability to turn under-producing individuals into award-winning team members. Exceptional tenure with a solid work history showing promotions to positions with increasing authority and responsibility. Consistently exceed all personal and corporate sales quotas.

Professional Experience

Marketing Manager
Provocateur Dubai, Dubai, UAE

February 2018 to Till Date

- Developing Marketing Strategy to achieve organization's short and long-term business goals.
- Prepare and implement a Marketing, Social Media, Events, Budgeting and Planning programs that integrate Provocateur Dubai as a destination boutique lifestyle night club for customers (Individuals & Corporates) ensuring the overall growth.
- Working on the Website to maximize the impact of electronic communications in relation to Marketing and New media: via online marketing, sales initiatives, social media, PR and third party affiliation sites, driving traffic.
- Creative direction, idea generation and implementation of all marketing and annual activities raising brand profile.
- Setup and maintain Google AdWords Search network, Display network.
- Keyword Research for Google AdWords Campaigns, SEO Campaigns.
- Setup and maintenance of YouTube Video Campaigns.
- Setup and maintenance of Social Media Campaigns – Facebook, Instagram, Twitter, LinkedIn.
- Brand Awareness Campaigns, Increasing Followers, Call based campaigns, Remarketing, Business Page Promotions, Event Promotions, Website Promotions, Page Boosts, Facebook and Insta stories, App downloads etc.
- Regular updates on Google Business, Google+, Maps, business directories and daily events updating on Facebook groups.
- Daily & Weekly SMS & Email Campaigns. Categorization of Mobile & Email Database.
- Working with Platinum list, Dubai Nights, Time Out Dubai, What's On Dubai, Zomato, Trip Advisors, Booking.com, bloggers and other third party vendors for business promotions.

Marketing Manager
Maxklik Digital, Dubai, UAE

February 2017 to February 2018

- Responsible for Business Development, Digital marketing, strategic planning, development & execution of marketing, initiatives for over 80 clients.
- Developed new procedures that increased sales by 17% annually.
- Developed my ideas into reality and successfully launched 3 products in a year (<http://www.dubaimoon.com> - {Relaunched}, <http://www.thetrippers.com/>, <http://www.dxbsoug.com/>) and running successfully.
- Managed a sales team of 8 for digital marketing services – Web designing, Mobile App development, Google AdWords (PPC), YouTube, Facebook, Instagram, Twitter, LinkedIn, YouTube, SEO, SEM, Publisher Ads, SMS, Email Campaigns.

- Management and analysis of digital advertising campaigns to satisfy client expectations for various Performance metrics such as leads, increase followers, call to action, high click-through rate and cost per click and cost per lead.
- Retention of client advertising accounts through active campaign management and execution of consistent customer focus.
- Developing and managing digital marketing campaigns for clients within their budget and business requirements.
- Managing online brand and product campaigns to raise brand awareness, call based campaigns, increase followers, page boosts, traffic to website, app downloads etc... Through Facebook, Instagram, LinkedIn, Twitter, Publisher Ads, PPC, PPV, SMS and Email marketing.
- Evaluating customer research, market conditions and competitor data according to client's business requirements.
- Review new technologies and keep the company at the forefront of developments in digital marketing.
- Was handling marketing of clients from various sectors like Automobile, Real Estate, Retail & FMCG, Medical & Dental, Exchanges, Fitness & Sports, Advertising Agencies, Event Management, Online Shopping Sites, Tours & Travels, Hotels, Restaurants & Clubs, University, Schools & Training Centers, Interior Designing & Furniture Showrooms, Jewelers' Etc.

**Senior Business Development Manager
Business Mind FZE, Dubai, UAE**

February 2014 to January 2017

- Developed Marketing Strategy to achieve organization's short & long-term business goals.
- Developed my ideas into reality and successfully launched 3 new products (<https://expatnights.com/uae/> , <http://www.zayedgate.com> , <http://nightsindubai.com>) in 2 years and running successfully.
- Was handling a team of 5 for Business Development (Web, Mobile Development and Digital Marketing) for more than 50+ clients.
- Was handling team for Business Development - Web Development, Mobile App Development, CRM Solutions (ZOHO), Digital Marketing - SEO, Social Media Marketing, Google Ads, YouTube, SMS and Email Marketing for all the clients from various sectors like, Real Estate, Retail & FMCG, Medical & Dental, Exchanges, Fitness/Sports, Automobile, Spa/Salon, Advertising Agencies, Event Management, Online Shopping Sites, Tours/Travels, Hotels/Restaurants/Clubs, University, Colleges, Training Center, Cleaning & Maid Services, Interior Designing & Furniture, Jewellers Etc.
- Conduct research to identify new markets and customer needs by researching organizations and individuals online (especially on social media) to identify new leads and potential new markets
- Contacting potential clients via email or phone to establish rapport and set up meetings with prospective clients
- Promote the company's products/services addressing or predicting clients' objectives
- Prepare sales contracts ensuring adherence to law-established rules and guidelines
- Presents and recommends professional opinions on the best options that shall be suitable for successful operations and sales management for in-house and also to the clients.
- Provide continuous support to the sales and marketing team recommending the relevant market changes, new sales practices, dealing with unhappy customers, and also ensure that a high standard of quality is maintained and resolve any grievances that may arise as a result of the review process.
- Responsible for Client Relations, Brand Development, Structuring Marketing Strategies, Managing Digital Media Projects, PR Planning and Business Development.
- Manage overall operations to ensure that timely and quality services are always provided to customers through customer-focused operations in order to maximize client's satisfaction, minimize client's attrition and maximize profitability.

Migrated the below process from UK GB&M - HSBC to HDPI India for GB&M, Private Banking and Asset Management and trained the team in India and successfully BAU all the process within 6 Months.

- **On-Boarding Process** – Preparing Contracts for the New Joiners, Internal Transfers and International Transfers and taking care of relocation allowance and joining bonus.
- **Performance Management** - Taking care of performance management and also ensuring all queries related to performance appraisal documents are resolved within 24 hour SLA and also advising the employees and managers how to submit the mid-year and year end appraisal documents on GHRS.
- **Redundancy Payments** - Processing the payments like Piloc, Pilon, Ex-gratia, Out Placement and Pension documents for employees terminated on the basis of redundancy.
- **Raising Transactional Requests** - Raising the daily transactional requests as per the instructions received from HR Generalist / HR Managers.
- **Pay Queries** - Taking care of Salary main run, re-run and Supplementary run, all the queries related to Salaries, Holiday Payments, Special Allowance, Maternity and Paternity payments, Overtime payments, getting all the absence updated on the GHRS.

Auditing:-

- Auditing the Amendments made by the production team on the GHRS(People Soft) like: Hiring New employees by generating staff id's, position numbers, job codes, Keying International and local transfers, updating promotions, salary, grade changes, keying terminations, Amending reporting line, department and location changes.
- **References:** Providing references regarding employment, mortgage, tenancy and visa references for current and ex-employees as per the standard procedures.

Key Highlights:

- Successfully migrated the above processes for GB&M and also completed training the team with in the stipulated time and now the processes are BAU.
- **Worked on UAT for People Soft 9.1 version for United Kingdom and Switzerland for GB&M group.**
- Completed all ad hoc project as and when required from the business.
- Was member of HSBC Sports Committee from 2008 to 2013.

- Sourcing and screening of the candidates for Middle and Senior management positions through in-house and external resources.
- Approving of the Requisitions in Canada Posting Services and North American Postings.
- Posting of HSBC Canada Job ads in the External Sites like Monster, Workopolis, T-Net, HRDC, Craigslist, Diversity Postings, Emploi Quebec, Career Builder and Global Job Opportunities.
- Issuing eOffer and completing Hire Activities and Confirmations of the New Hires and Internal Transfers for both Canada and North American Postings Services.
- Submitting cases in People Soft for candidates whose start dates & Salary Changes.
- Preparing the Contract extensions for the Temporary Employees in HSBC Canada.
- Submitting Relocations Forms for International Candidates and International Transfers.
- Giving Training to the new joiners as well as performance assessment while ensuring adherence to the pre-specified procedures.
- Performing the regular Audits on Canada Postings and Admin and giving regular online feedback to the team mates and also maintaining the external audit tracker.
- Center point of contact for referrals and act as an Interface between the Business Area and the GSC Operations Attending all the business calls related to the process improvement, updates, escalations and etc and maintaining my and the team SLA.

Key Highlights:

- **Achieved rating 1 in 2010 performance appraisal.**
- Trained on North American Posting Services with a minimum training period of 2 weeks and started working efficiently.
- Piloted the Canada Posting Services Team Migration successfully through we-bex (Requisitions and External Postings) during Sep and Oct 2009.
- Has successfully Migrated North American Admin (eOffers, Hires and Confirmations) through we-bex during December 2009.
- Served as a SME for two different processes and have trained resources in two queues.
- Was accredited auditor for the Canada Posting and admin Services.
- Single point of contact for addressing and maintaining the **Canada Resourcing team.**

**Customer Service Executive – Debit Card Fraud Investigation
HSBC Global Resourcing Centre, Hyderabad, India****April 2007 to July 2009**

- Was selected to be a member of most complex semi-voice based process 'Switch Fraud', a debit card fraud investigation process.
- Expertise the process which involves continues liaison with Customer, Police, Card Fraud Intelligence teams, HSBC branches, UK merchants and various third party agencies to investigate the fraud reported by customers.
- Became exceptional in decision making, judgment and analytical skills while interrogating the customers and other associates, by being precise and at the same time being sensitive about the customer's financial and personal relationships.

Trainings:

- Trained on 'Handling Customer Complaints' by HSBC-L&D
- Trained on 'Audit and Compliance' by HSBC-L&D
- Trained on 'Identifying Money Laundering', AML, by HSBC Plc
- Trained on 'Data Protection and Security' by HSBC L&D
- Trained on 'Service Excellence' by HSBC
- Trained on Ms-Office Basic level
- GHRS (PeopleSoft), OPCD (Operational Processing Control Database), Taleo and Vurv
- Zoho CRM, Resident Advisor, Hootsuite (Basic)

**HR Executive
Nalanda Factors and Corporate Services Ltd****July 2005 to December 2006****Recruitment:**

- Coordinating Recruitment Activities Sourcing candidates as per the requirement through Advertisement, Placement Consultants / Job Sites / Employee Referrals / Internal data.
- Evaluating them on different scales depending upon the kind of job requirement, Aptitude Tests and Group Discussions.
- Finalizing the interview with Group Heads after short - listing the candidates.
- Completing the Joining Formalities like Appointment order and Medical Test.
- Maintaining the Attendance registers, Bank Accounts, and Leaves records.
- Issue of Temporary and Permanent Identity Cards and Any other responsibilities as assigned by the Superiors.

QUALIFICATION

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| MBA | Management Information Systems | Vishwa Vishwani Institute of Systems and Management | 2004 |
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Thanks and Regards,
Naresh Alluru