



## CONTACT

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## EDUCATION

2007 - 2011

- Bachelor of Business Administration (Marketing & Management), Northwood University

2020 - 2021

- Digital Marketing Certificate, Veritas University

## SKILLS

- ABM, Demand Generation
- GTM Strategy
- Lead Generation
- Campaign Reporting & Analytics
- Project Management
- Team Leadership
- Strategic Planning
- Critical Thinking & Problem Solving
- CMS: Wordpress
- HubSpot, Salesforce

## AWARDS

2014

- Top Marketer of the Year

# EMERSON DINESH

## MARKETING MANAGER

## EXECUTIVE SUMMARY

Marketing leader with 10+ years of experience building and executing demand generation and GTM programs across technology, aviation, financial services, retail, and events. Brings regional and international exposure across APAC, Central Asia, Europe, and North America with a focus on aligning marketing strategy to commercial priorities, scalable growth, and long-term brand equity.

## WORK EXPERIENCE

### AirAsia Aviation Management Services Marketing Manager (New Markets)

MAY 2025 - JANUARY 2026

- Developed and executed go-to-market strategies aligned with company goals and market trends.
- Planned and managed integrated marketing campaigns across digital, social, CRM, and offline channels for regional and local campaigns
- Managed marketing calendars, budgets, timelines, and external vendors, including digital and media agencies and tourism partners.
- Leveraged creative channels in local markets to create brand awareness and drive conversions and bookings.
- Tracked and reported on KPIs and campaign performance
- Managed and coordinated KOL/Influencer collaborations for regional campaigns and route launches
- Managed onground activations in Central Asia from conceptualization (proposal) to final onground execution collaborating with vendor and local partners

### 2X Marketing (US Marketing Agency) Marketing Program Manager

MAY 2021 - DEC 2024

- Served as Project Manager overseeing strategic marketing initiatives for clients across the North American region.
- Crafted creative and content briefs for product marketing campaigns and projects across ATL, BTL, and digital activities.
- Provided strategic direction for marketing campaigns, including paid ads, lead journeys, lead routing, content pipelines, storyboarding, and visual design.
- Collaborated with cross-functional teams across design, video, marketing operations, email marketing, data analytics, and content.
- Designed and delivered Quarterly Business Reviews (QBRs) and Strategic Business Reviews (SBRs) for CMOs to demonstrate engagement impact and performance.
- Led, mentored, and trained junior team members.

### Achievements:

- Elevated Novata's Net Promoter Score (NPS) by 67% between Q1 and Q3 2024, converting a key client from a detractor to a promoter with a 100% NPS score in Q3 2024.
- Worked with the campaign team on a multichannel campaign and reduced cost by 30% while driving a 93% in conversions through Google Search and Display Ads, significantly improving ROI for Novata.
- Maintained a 100% NPS score for Avery Dennison (Q2 2024) and Pareto (2023 & 2024).
- Drove an 18% increase in Monthly Recurring Revenue (MRR) between Q1 and Q4 2024 by leading account growth and team expansion
- Advocated for career progression within the team, resulting in four promotions (e.g., Associate to Specialist, Specialist to Manager)

## ACHIEVEMENTS

### Freelance

- Drove leads growth through content-led demand across various channels
- Owned end-to-end content strategy, creation, and distribution across blog, Medium, and web
- Established workflows, tracking CSAT and NPS to drive experience-led improvements for a product-driven market

### Chaintope

- Published a RegTech-focused article in University Malaya's in-house newsletter, VisioBloc, showcasing industry insights.
- Secured high-profile media coverage through successful pitches, resulting in interviews with platforms such as e27, BFM, and Connectbit.
- Partnered with the Malaysian Digital Economy Corporation (MDEC) to propose Blockchain as a core pillar for the National E-Commerce Strategic Roadmap (NESR)
- Other Collaborations include: Egyptian Bank Institute, Pertubuhan Peladang Kebangsaan (NAFAS), Federation of Malaysian Manufacturers (FMM), AEON, True Incube, and many more.

### Silver Bullion

- Increased revenue by 30% between September 2016 and July 2018 by marketing efforts done incorporating Facebook, Google Ads and targeted events.
- Improved sales revenue by RM1.5 million when managing KL office throughout 2016.
- Introduced Lead Generation (Referral Program) for Silver Bullion Malaysia.
- Produced and launched the design of Silver Bullion's first ever locally produced Silver Coin.

### Fleming

- Boosted lead generation campaign performance by 25% YoY growth.
- Secured significant local and international media coverage, including features on CNN Arabia, Utusan Malaysia, and Bernama.
- Successfully partnered with the Ministry of Tourism to secure endorsement for Visit Malaysia 2014, positioning Islamic Finance as a cornerstone of Malaysia's rapidly expanding capital markets

## WORK EXPERIENCE

### Digital Marketing Consultant

JUNE 2020- MAY 2021

#### Freelance

- Developed digital marketing strategies aligned with clients unique business models to drive growth and brand visibility.
- Crafted detailed buyer personas for brands, identifying optimal social media channels to maximize engagement and opportunities.
- Assessed clients marketing budgets, customer acquisition costs, and online conversion rates to ensure efficient budget allocation and ROI.
- Conducted comprehensive audits of existing marketing practices, identifying bottlenecks and issues affecting the customer journey.
- Pinpoint innovative opportunities to enhance customer engagement and implemented best practices to optimize conversion rates.

### Chaintope

JAN 2019- MAY 2020

#### Marketing & Business Development Manager

- Promoted blockchain technology through creative strategies beyond conventional campaigns, including blogs, articles, press releases, and social media content.
- Managed social media platforms and addressed feedback across various community forums to enhance brand presence.
- Played a key role in delivering proposals to stakeholders, ensuring alignment with organizational goals.
- Strengthened Chaintope's connections with media outlets, industry representatives, and government officials to boost visibility and partnerships.
- Identified, engaged, and collaborated with potential clients to promote Chaintope's proprietary blockchain, Tapyrus.

### Silver Bullion Malaysia

SEPT 2016- SEPT 2018

#### Marketing & Business Development Manager

- Maintained cohesive branding across all online and offline marketing efforts to ensure a unified and impactful brand presence.
- Managed Silver Bullion's social media accounts, including Google Ads, by developing and executing content strategies to drive engagement and reach.
- Oversee daily sales and purchases while analyzing Facebook and Google Ads performance, ensuring ROI was justified through actionable insights and reporting.
- Manage customer interactions, product testing, procurement, purchase orders, sellback orders, shipping and logistics, and other operational processes ensuring smooth operations and client satisfaction.
- Conduct regular brainstorming sessions to generate innovative ideas and growth strategies, optimizing marketing efforts across traditional and contemporary channels.

### Islamic Finance News (Redmoney Group)

MAY 2015- JULY 2016

#### Marketing Manager

- Marketing lead overseeing strategic marketing initiatives across APAC as well as emerging markets, including Africa and Russia.
- Conceptualized and implemented a comprehensive marketing plan encompassing online and offline channels, including social media, email marketing, and strategic partnerships with financial institutions, associations, and regulatory bodies.
- Authored press articles, advertorial designs, and developed marketing materials such as brochures, EDMs, and pre- and post-event press releases.
- Close collaboration with the creative team to design event websites, create marketing assets, including brochures, advertisements, and buntings.
- Co-hosted media representatives on event days, facilitated interviews with speaker panelists, and ensured positive press coverage.

### Fleming Gulf

APRIL 2013- MAY 2015

#### Senior Marketing Executive

- Authored press articles, advertorial designs, and developed marketing materials such as brochures, EDMs, and pre- and post-event press releases.
- Co-hosted media representatives on event days, facilitated interviews with speaker panelists, and ensured positive press coverage.
- Close collaboration with the creative team to design event websites, create marketing assets, including brochures, advertisements, and buntings.
- Executed email campaigns, conducted candidate outreach, and prepared detailed post-mortem reports to evaluate event performance and optimize future strategies.