

# Sheethal Vijay

Marketing Professional with Over 12 Years of Experience. Post Graduate. Digital Marketing and Social Media Expert.

## WORK EXPERIENCE

### Marketing Specialist, Digital & Offline STAPLES BUSINESS ADVANTAGE, Canada

04/2018 – Present

#### Achievements/Tasks

- Develop annual marketing plans, advertising and content strategy to positively impact the business, sales, and revenue
- Implementing integrated marketing strategies on all media channels including online and print communications
- Lead integrated Marketing campaigns for all line of businesses
- Responsible for developing and implementing digital marketing strategies and campaigns for google search (SEM), display and programmatic advertising, paid social media and SEO initiatives in collaboration with other teams
- Lead podcast and influencer collaboration projects for content strategy
- Initiate and prepare creative briefs to work with the designing team to deliver on creative aspects of the project
- Website content management and landing page optimization projects
- Analyze customer insights using google analytics, build reports and take actions to improve targets and identify areas of B2B opportunity
- Paid social media strategy for channels like LinkedIn, Facebook & Instagram

### Assistant Marketing Manager Musafir.com (Travel Ecommerce)

08/2014 – 03/2018

#### Achievements/Tasks

- Plan, create, implement, communicate and monitor Marketing campaigns to drive acquisition, brand awareness and increase sales
- Strategize, develop and execute ATL and BTL marketing plans for the brand online and offline (OOH, digital marketing, social media marketing, email marketing & events)
- Development of brand/category specific Marketing plans with post-campaign analysis & recommendations
- Strategize & deliver Retail Marketing campaigns to drive more footfall into 12 branches
- Work alongside Tourism boards to promote the respective destinations in the region using Marketing campaigns

### Marketing Executive AIMIA

02/2007 – 07/2014

#### Achievements/Tasks

- Work closely with the team in strategizing and driving the campaign plans for retail and business partners, & provide account management
- Drive co-marketing campaigns for retail and online partners. Liaise with the inhouse and external agencies regarding creative production
- Plan, develop and implement effective marketing communication campaigns including Email and social media campaign management
- Coordinate Marketing activities - ATL and BTL advertising, sponsorships, endorsements, online media, printing, fabrication, road-shows, and PR activities and manage the Marketing budget

## SKILLS

Marketing Communications

Digital Marketing

Retail Marketing

Google SEM/SEO

Social Media Marketing

Agency and Client relationship management

Email Marketing

Campaign Management

Skill

Budgeting

## EDUCATION

### MBA in Marketing and Finance MG University, Dubai

2008 – 2010

### Bachelors in Commerce MG University, Dubai

2005 – 2008

## CERTIFICATIONS

Content Marketing certification and Email Marketing Certification, Hub Spot Academy (2018)

Google Digital Garage and Google AdWords certification (2018)

Graphic and Web designing certificate course (2011)