



# ADITYA KRISHNAN

CREATIVE STRATEGIST

## INFO



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[/aditya-krishnan/](#)



Dubai



[Portfolio Link](#)

## EDUCATION

MA (Hons) International Business Management, Major in Digital Marketing  
Heriot-Watt University, Dubai

## CERTIFICATIONS

Digital Marketing Specialist Certification  
Simplilearn

Analytic techniques for Business specialization  
Duke University (Currently Pursuing)

MS Excel from Beginner to Advanced  
Udemy Certified course

## SUMMARY

Energetic and Client Centric professional with diverse backgrounds across Strategy, Analytics, Growth Marketing, Venture building, Consultancy, and Business Development. Have also implemented current marketing techniques to enhance bottom-line results, implementing social media and tripling revenue.

## WORK EXPERIENCE

SELF  
GROWTH &  
START UP

GROWTH &  
STRATEGIC  
MARKETING

### ➤ TRANSFORMATIONAL LEADER | GROWTH STRATEGIST | ANALYTICS

#### ● Creative Strategist Socialyez, Dubai, UAE | December 2023 – Present

##### Strategic Planning & Data-driven insights

- Played a pivotal role in transformative projects for esteemed clients, including **Jack Daniel's, DUCAB, Dubai Chambers, Dubai Media City, and various government clients in the UAE.**
- Developed and executed strategic plans tailored to each client's unique needs using industry best practices and market insights.
- Leveraged **data analytics and user research** to uncover actionable insights and inform strategic recommendations. Employed a human-centered approach to design, ensuring that solutions were rooted in a deep understanding of user needs and behaviors.
- Fostered strong relationships with cross-functional teams, including design, technology, and business stakeholders, to ensure alignment and cohesion throughout the project lifecycle. Facilitated collaborative workshops to generate innovation.

##### ● Client relationship management

- Served as a trusted advisor to clients, providing strategic guidance and thought leadership to drive business growth and foster long-term partnerships. Acted as a primary point of contact for client communications, managing expectations

### ➤ SELF GROWTH & START-UP

#### ● CEO & Founder InspireMe Dubai, UAE | Jul 2022 – December 2023

*A youth-run organization dedicated to professional skills development, networking, and career advancement.*

##### Market Entry & Growth Strategy

- Building **14+ verticals within the company** as well as developing a marketing strategy that targets the youth demographic in Dubai.
- Examining the company's 6-month growth pipeline and tie-ups with potential investors.
- **Establishing strategic partnerships** and conducting financial analysis of initiatives and sector projects.
- Maintaining relationships with government bodies and handling the legal aspects of the business.

##### Social Media

- Utilizing social media to engage influencers, resulting in **100k+ impressions and 30k+ shares** across Instagram, Tik Tok and LinkedIn.

##### Engagement & Project Highlights

- Forming partnerships with schools and universities across the Emirate.

## CORE COMPETENCIES

### Process Mapping



### Lead Generation



### Business Analysis



### Data Mining



### Fiscal Management



### Business Intelligence



### Content Strategy



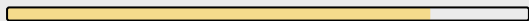
### Pay-per-click Advertising



### Board Reporting



### Compliance Control



## TECHNICAL SKILLS

Office

Canva



HubSpot

Hootsuite

## TECHNIQUES

- Search Engine Marketing (SEM)
- Google Ads
- Social Media Optimization (SMO)
- Google Analytics
- MySQL (Basics)

## LANGUAGES

English  
Professional

Hindi  
Fluent

Malayalam  
Native

Arabic  
Basic

## BRAND STRATEGY | DIGITAL COMMUNICATION | DATA ANALYSIS

- **Business Development & Brand Strategy Manager**  
Love That Design, Dubai, UAE | Jul 2022 – June 2023

### Technical Acumen

- Overseeing and managing continuous improvement of performance of all **Accounts**.
- Providing customer account revenue and activity reporting, as required by the Management team.
- Exploring opportunities for adjacent revenue streams and collaborating with the Development team to modify the **UX/UI**.

### Territory Development

- Actively involved in **obtaining potential B2B clients** in the construction industry through sales and marketing projects in the Dubai and Abu Dhabi markets.

### Operational Efficiency & Revenue Generation

- Pioneered **managing 30 client portfolios** and maintaining stakeholder relationships with clients and other business planning consultants.
- Implementing a key sales support system in MENA and achieving **quarterly targets of AED150K**.
- Recognizing and developing benchmark information for new PESTLE measures due to be incorporated.

### Project management

- Communicating system designs and validating proposed solutions by participating in design reviews and walk-throughs.
- Providing technical input for the development of solutions throughout the project lifecycle and assisting with the planning and coordination.

- **Brand and Growth Marketing Associate**  
Noon, Dubai, UAE | Jan 2022 – Jul 2022(Contract)

### Brand Activation

- Increased website revenue with BTL strategies, dashboards, customized reports, and analysis.
- Contributed to creating a systematic hierarchy for marketing and commercial teams to collaborate on different projects.
- Supported the CRM team with email marketing initiatives, Nudges, and Push notifications.
- Analyzed local market trends and strategies, propelling growth.

### Event management & Digital Campaigns

- Optimized user lifetime value, resulting in enhanced user website **retention traffic by x3**, and increased **repeat customers by 20%**.
- Managed budgets and evaluated the ROI of each campaign, increased **e-commerce revenue by 35%**.
- Oversaw the Downtown zone's marketing, media, event, and PR budgets, including the launch of "Noon in Minutes" in Bur Dubai

- **Digital & Growth Marketing Associate**  
Jashanmal Group, Dubai, UAE | Jul 2021 – Jan 2022(Contract)

### Social Media

- **Was Responsible for content creation: Redesigned and Analyzed the website content** and created 5 blogs for the Travel Section, while maintaining an active roster of articles for Twitter, Facebook, and Instagram.
- Aligned assets with brand guidelines collaboratively with the social and marketing team.

### Data Analysis

- Led the Retail Excellence program for an **in-store campaign** for 'Kipling' and a **mall campaign** for 'Silampos' that gained 3M impressions in 2021.
- Evaluated the website performance using **Google Analytics and A/B testing** and suggested ways to improve brand communication.
- Composed **post-activation reviews and reports** to provide insights.

### Brand Engagement

- Hosted online events for the Dubai fitness challenge to **promote brand awareness** accruing 20000 impressions on Instagram.
- Managed a comprehensive **campaign and activation strategy** with the Digital Marketing Lead.
- Researched and analyzed **competitors' marketing and promotion strategies** and presented them to management.