

RAVI KUMAR

Digital Marketing Manager · Performance Marketing · Brand Strategy · F&B & Hospitality · Real Estate · UAE/GCC

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing professional with 7+ years of experience across performance marketing, brand management, and integrated campaign execution. Proven track record managing multi-channel campaigns across Meta Ads, Google Ads, SEO/SEM, social media, email, and WhatsApp marketing — delivering measurable ROI across F&B, hospitality, real estate, e-commerce, and retail environments. Experienced in managing marketing budgets, coordinating with external agencies, vendors, and influencers, and collaborating with operations and cross-functional teams to align marketing with business objectives. Strong analytical mindset with expertise in Google Analytics, GA4, GTM, and performance reporting. 1.5+ years of direct UAE/GCC marketing experience. Google Ads and AI-Powered Ads certified.

KEY ACHIEVEMENTS

35% Lower CPL vs. industry benchmark — paid media campaigns	65% More Bookings Direct bookings via SEO & PPC — luxury hotel	40% Order Growth Online orders across 500+ F&B outlets	180% Organic Traffic SEO strategy — 50+ competitive keywords ranked
42% Higher CVR Landing page optimization via A/B testing	150% Revenue Boost E-commerce growth through funnel optimization	25% Cost Savings Media spend optimization & vendor negotiation	10,000+ Leads Multi-channel campaigns across GCC markets

CORE SKILLS

Paid Media	Google Ads · Meta Ads · LinkedIn Ads · TikTok Ads · Snapchat Ads · Bing Ads · Display · DV360 · Taboola
SEO & Content	On-Page & Off-Page SEO · Technical SEO · Keyword Research · Content Calendar · Backlink Strategy · CRO · GTM
Social Media	Instagram · Facebook · LinkedIn · TikTok · YouTube · Snapchat · Community Management · ORM · Influencer Marketing
Campaign Management	Multi-branch Campaigns · Seasonal Promotions · Event Marketing · Aggregator Platforms · WhatsApp Marketing · Email Marketing
Analytics	Google Analytics · GA4 · Meta Business Suite · A/B Testing · ROI Tracking · Performance Reporting · MMP Tracking
Brand & Strategy	Brand Positioning · Messaging Consistency · Budget Management · Agency Coordination · Vendor Management · Stakeholder Reporting
Tools	Canva · Google Tag Manager · CRM Workflows · Marketing Automation · Salesforce CRM (familiar) · Basic Video Editing

PROFESSIONAL EXPERIENCE

Performance Marketer

Jan 2025 – Jan 2026

Spectical Asset Pvt Ltd • Dubai, UAE · Real Estate & Property

- Planned and executed multi-channel paid media campaigns across Google Ads, Meta, LinkedIn, Bing, Snapchat, and Taboola — generating 100+ qualified leads monthly at 35% lower CPL than industry benchmark
- Developed comprehensive SEO strategy increasing organic traffic by 180% in 6 months, ranking for 50+ competitive real estate keywords and reducing dependence on paid acquisition
- Integrated CRM workflows and marketing automation — reduced lead response time by 60% and improved sales team conversion rate by 28%
- Managed and optimized marketing budgets across all channels — improved campaign efficiency by 45% and reduced customer acquisition cost by 38% through performance-driven allocation
- Managed brand positioning, messaging, and consistency across all digital channels — social media, website, paid media, and email — aligned with brand standards and company objectives
- Coordinated with external creative agencies and internal teams to deliver campaign assets on time — A/B tested landing pages improving conversion rate by 42%
- Monitored market trends, customer behavior, and competitor activities — prepared weekly performance reports for management covering CPL, ROAS, ROI, and campaign KPIs

Performance Marketer

Jul 2024 – Jan 2025

The Artegy — Digital Marketing Agency • Dubai, UAE (Hybrid) · Real Estate & E-Commerce Clients

- Planned and executed digital marketing campaigns across Google Ads, Meta, Snapchat, and Taboola for real estate and e-commerce clients — managed end-to-end campaign execution and performance reporting
- Coordinated with creative teams and external agencies on campaign briefings and asset delivery — ensured consistent brand standards and timely delivery of all marketing materials
- Analyzed campaign performance data and customer behavior — monitored market trends and competitor activities; provided actionable recommendations to improve campaign effectiveness and targeting
- Prepared performance reports for agency leadership and clients — tracked KPIs, managed budgets, and aligned marketing activities with client business objectives

Digital Marketing Manager

Jun 2023 – Jul 2024

La Pino'z Pizza & Lord Petrick — F&B Chain • India · 500+ QSR Outlets Nationwide

- Developed and executed comprehensive marketing plans for 500+ F&B branch locations — aligned all marketing activities with company revenue goals, seasonal promotions, and business objectives
- Managed brand positioning, messaging, and consistency across all channels including social media, digital platforms, email, and in-store communications — ensured strict brand standards compliance
- Planned and executed multi-channel campaigns, events, and seasonal promotions across all branches — managed Ramadan campaigns, National Day activations, product launches, and festive season campaigns
- Coordinated with external vendors, designers, agencies, and influencers — managed agency relationships, creative briefings, and asset approval workflows ensuring timely delivery
- Managed marketing budgets and tracked expenses — achieved 25% cost savings through smart media spend allocation and vendor negotiation while maintaining performance KPIs
- Analyzed market trends, customer behavior, and competitor activities — drove 40% growth in online orders and scaled app installs by 120% while reducing acquisition cost by 33%
- Worked closely with operations managers and outlet managers across 500+ locations — prepared weekly performance reports for leadership; led in-store branding, POSM, and local area marketing (LAM) initiatives

Digital Marketing Specialist

Apr 2021 – Jun 2023

The Lalit Suri Hospitality Group — Luxury Hotels • India · 5-Star Hotel Brand · Multi-Property

- Developed and implemented digital marketing plans aligned with hotel revenue objectives across Rooms, F&B, Events, and Spa — managed brand positioning, messaging, and consistency across all digital channels
- Executed SEO/SEM strategy achieving 65% increase in direct bookings and 140% organic visibility growth — ranked for 50+ competitive hotel keywords and improved organic traffic by 180% in 12 months
- Planned and executed campaigns, seasonal promotions, and event marketing — generated 100+ qualified leads monthly through advanced audience segmentation and A/B testing improving CVR by 42%
- Coordinated with external agencies, designers, and media partners — managed vendor relationships and creative asset production ensuring timely delivery and brand standards compliance

- Monitored marketing performance and ROI — prepared monthly reports for hotel GMs covering paid media, organic traffic, booking trends, and channel analytics; worked closely with Operations, Sales, and F&B teams
- Managed online reputation across TripAdvisor, Google, and social media — maintained positive brand sentiment and responded to guest feedback promptly

Social Media & Digital Marketing Specialist

Nov 2019 – Feb 2021

Anytime Fitness — Fitness & Lifestyle Brand • India · 50+ Locations

- Managed social media, online promotions, and digital campaigns across 50+ gym locations — delivered 500+ qualified leads monthly; coordinated seasonal promotions and local marketing events with outlet managers
- Analyzed audience behavior and campaign performance — monitored KPIs and prepared regular management reports; achieved 180% engagement growth and 250% follower growth through data-driven content strategies

Social Media & Digital Marketing Specialist

Jul 2018 – Nov 2019

Mahadev Trademark Registration • India · Legal Services

- Managed brand digital presence, social media, Google Ads campaigns, and website content — coordinated with external vendors on marketing material production; tracked campaign performance and reported to management

EDUCATION & CERTIFICATIONS

<p>Education</p> <p>Diploma in Digital Marketing DIDM Institute of Digital Marketing</p> <p>Video Editing & Graphics Designing Maya Academy of Cinematics</p> <p>Bachelor of Arts Chaudhary Charan Singh University</p>	<p>Google Certifications</p> <ul style="list-style-type: none"> ✓ AI-Powered Performance Ads Certification ✓ Google Ads Search Certification ✓ Google Ads Display Certification ✓ Google Ads Measurement Certification <p>Languages</p> <p>English: Professional Proficiency · Hindi: Native</p>
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