

# Moin Ali

## MBA UAE EXPERIENCED IN MARKETING & DIGITAL MARKETING



### SUMMARY

Seeking challenging and rewarding middle level positioning marketing and related functions across multinational or local organizations, demanding high standards of quality and precision and providing opportunities to amalgamate my personal enrichment with professional goals. Seeking challenging and rewarding middle level positioning marketing and related functions across multinational or local organizations, demanding high standards of quality and precision and providing opportunities to amalgamate my personal enrichment with professional goals.

### EXPERIENCE

#### Marketing & Business Development Manager Jan 2022 - Present Windmills Real Estate LLC

- Plan and execute initiative to reach the target audience through appropriate channels (social media Face book, Insta gram, LinkedIn, twitter, YouTube, e mail marketing, events etc.
- Developing, Maintaining, and expanding business relationships with Developers, Brokers, General Contractors .
- Experience in handling PR , Media & agencies to execute various marketing campaigns.
- Handle on site photography and video graph as required to be used in various marketing activities and programs.
- Plan and execute initiative to reach the target audience through appropriate channels (social media Face book, Insta gram, LinkedIn, twitter, YouTube, e mail marketing, Google Analytics .
- Experience in handling PR , Media & agencies to execute various marketing campaigns.
- Liaised with external vendors to execute promotional events and campaigns on various platforms.
- Assist to outbound or inbound marketing activities by demonstrating expertise in various areas (content developments and optimization, advertising, events planning etc.)
- Conduct market research to find answer about customerâ€™s requirements, habit and trend
- Hire & train business development ,procurement ,marketing employees to improve goals and meet expectations
- Well versed with Marketing and Digital Marketing Activities

#### Marketing Manager May 2019 - Dec 2021 Fortune GRC Industries LLC

- Handling Brand, Communication and marketing coordination Successfully handled two divisions GRC, GRP divisions being marketing professional right from inquiry generation through different marketing campaigns and strategies.
- Plan and execute initiative to reach the target audience through appropriate channels (social media Face book, Insta gram, LinkedIn, twitter, YouTube, e

### CONTACT

✉ moeenali149@gmail.com

☎ +971-526853289

📍 Al Barsha 1 , Dubai ,UAE

in moinali0007

### SKILLS

Expertise in Marketing and Digital Marketing

Marketing Strategies

Product,Business Branding & Promotion

Business Data & Analysis

Relationship Building

Vendor Management

### LANGUAGES

|            |   |   |   |   |   |
|------------|---|---|---|---|---|
| English    | ● | ● | ● | ● | ● |
| Arabic     | ● | ● | ● | ● | ● |
| Hindi/Urdu | ● | ● | ● | ● | ● |

### HOBBIES

Exercise  
Music  
Sports  
Outing ,Long Drive

### SOFT SKILLS

Great learner & good listener  
Hardworking  
Multitasking  
Ambitious  
Focused & Determined  
Target Oriented Professional

mail marketing, TV etc.

- Liaised with external vendors to execute promotional events and campaigns on various platforms.
- Oversee the production of all print, digital and electronic materials such as brochures, Flyers, Hoarding, Poster, Banner etc.
- Assist to outbound or inbound marketing activities by demonstrating expertise in various areas (content developments and optimization, advertising, events planning etc.)
- Brainstorm and develop ideas for creative marketing campaigns on deferent platforms like social media, print media, radio and TVs.
- Conduct market research to find answer about customerâ€™s requirements, habit and trend
- Implementation of ATL/BTL activities across business units that includes Radio, Billboard, Media Planning & buying to maximize brand awareness and visibility.
- Experience in handling PR , Media & agencies to execute various marketing campaigns.
- Handle on site photography and video graph as required to be used in various marketing activities and programs.

**Asst. Marketing Manager**  
**Emirates Contracting Co. LLC**

**Feb 2015 - Apr 2019**

- Handled GRC & Scaffolding divisions together right from inquiry / Lead generation.
- Oversee and guide marketing campaigns and promotion activities including, as needed, coordination between related departments
- Experience in marketing in building materials products in a construction environment
- Marketing created the brand image of the company being the new enterprise in city. Monitored sales starting from enquiry generation to follow up during the events and trade fairs and direct marketing.
- Provided digital marketing solutions to the company and given base of promotions for Google Ad words, Face book (page and sponsored ad), LinkedIn, E Mail Marketing, SMS solutions.
- Worked with divisional manager for outlining budgets for all business units and management of multi channel marketing strategy that incorporates social media , website and inbound marketing ,E mail Marketing , Paid ads on social media (PPC), Public Relation , SEO , and oÂ½ine ATL & BTL channels.

**Marketing Manager**  
**Stone World ,India**

**Feb 2005 - Dec 2014**

- Overseeing all aspects of the companyâ€™s digital marketing including their contact database, website, CRM, email and social channels.
- Designing and executing the website content strategy. The site had a magazine feel so target audience and people with an interest in home design would engage and share.
- Setting up and running PPC campaigns periodically (especially seasonal), reporting and optimizing.
- Running all PR including getting placements in magazines, newspapers and blogs, and handling press releases.

**EDUCATION**

**Master in Business Administration ( MBA - Marketing )**

**Mar 2005 - Apr 2007**

Institute Of Management Studies

Bachelors in Mass Communication  
MCRPV

Jan 2001 - Jan 2004

PG Diploma in Mass Communication  
K.C. Collage , Mumbai

Feb 2004 - Feb 2005

## MARITAL STATUS, NATIONALITY,DRIVING LICENSE

Married blessed with 1 Kid, Indian, Having UAE's Valid Driving License