

Naeem Rajani

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Excellent track in Digital Marketing, Sales, Management and Business Development. Leadership skills and years of experience made my contribution in strategy building, devising aggressive sales & marketing tactics and making sound decisions on business to achieve the milestone. Visited Countries and cultural experiences include USA, Australia, UK and Pakistan.

Experiences

➤ **CRYSTAL WORKFORCE** (eCommerce business and Services based business)

E-Business Development Director

from Feb 2015 to Date

- ✓ Provided business coaching, strategic, Marketing and project advice for company's clients.
- ✓ Building strong relationships with business unit leaders, department managers & support when needed.
- ✓ Served as key internal and external liaison and coordinator for ongoing program activities within the organization.
- ✓ Involve in business plans for startup projects
- ✓ Involved in organizing, planning, leading and controlling resources.
- ✓ Evaluated clients' business models and operations.
- ✓ Developed action plans for clients and monitored the implementation of these action plans.
- ✓ Provided the team with the appropriate tools to achieve the Company's objectives.
- ✓ Assisted the team on the client field level whenever required.
- ✓ Responsible for the overall direction and everyday operation of the business
- ✓ Involved in all Key account agreements was finalized with the best advantage for the company.
- ✓ Managed the entire project line life cycle from strategic planning to tactical activities.
- ✓ Responsible about forecasting plan, management and coordination; ensured the implementation of all projects against project plans.
- ✓ Developed and implemented a project-wide marketing plan
- ✓ Reviewed project data to ensure that the field force is kept up to date on new developments regarding the performance of the project.
- ✓ Developed and implemented the project marketing plan, utilizing public relations, direct marketing, Events, online marketing, and Media campaigns.
- ✓ Managed a team of staff and workers; had full responsibility for the budget.
- ✓ Evaluated proposed projects to assess risk and ROI.
- ✓ Developed valuable business relationships with key clients/constituents.
- ✓ Reviewed project activities to ensure the goals of the project were realized.
- ✓ Coordinated the launch of the project and was able to secure methodology coverage.

➤ **EXPERTEK CYBER SOLUTION** (Apparel and Service based industry)

Sr. Business Development Manager

from Jan 2014 to Jan 2015

- ✓ Involve in Planning, making feasibility and Devising complete Marketing Strategies
- ✓ Working on overall Web Marketing
 - ✓ Search Engine Optimization and working on new algorithms
 - ✓ PPC / SEM – Devising plan for paid campaign also include the display ad marketing.
 - ✓ Social Media Marketing and Optimization – Paid and Organic both
 - ✓ Digital Marketing and Mobile Marketing Advertisement
 - ✓ Affiliate Marketing via Commission Junction and Share a sale and Link Share.
 - ✓ Working on Market Places (Amazon Specialist, Ebay Specialist and Sears Specialist)
- ✓ Designed inventory management system, interface, checkout and product categorization system and execute
- ✓ Identify and strategic analysis of manufacturer, drop shippers and wholesalers business.
- ✓ Traveling to foreign countries for the customer / client meeting and training
 - ✓ Visited Australia and Bangkok for Customer meeting and conference in Sydney.
- ✓ Recruitment, Performance evaluation and Training of staff
- ✓ Major role, including branding, bringing traffic and audience and most importantly ROI (sales and profit)

➤ **AMPAKSOFT** (Apparel, Clothing and fashion Industry)

Sr. Business Manager Unit (Digital Marketing)

from Jan 2012 to Dec 2013

Web Marketing Manager & Project Manager

from Jan 2009 to Dec 2011

- ✓ Developing and managing Web/ E-commerce Dept in Karachi office, Head office is in USA
- ✓ Recruiting, training and managing a team of new recruits.

- ✓ Restructuring of Web dept and Reshape the company overall E-strategies & Marketing
- ✓ Competitive Market and Competitor Analysis
 - ✓ Product Analysis
 - ✓ Brand Analysis
 - ✓ Price Analysis
 - ✓ Website Analysis, Designing and Architecture
 - ✓ Competitor Analysis
 - ✓ Branding and Promotion Analysis
 - ✓ Sales, Orders & Conversion Analysis
 - ✓ New avenue analysis and profit analysis
- ✓ Search Engine Optimization and Search Engine Marketing
- ✓ Blogging, Press releases and News letters
- ✓ Social Media Optimization and Viral Marketing
- ✓ Affiliate Marketing and Network Marketing
- ✓ Email Marketing
- ✓ **Projects Worked over**
 - ✓ www.bigntallapparel.com
 - ✓ www.gotapparel.com
 - ✓ www.athleticclothing.com
 - ✓ www.buytrimountain.com
 - ✓ Other 8 websites

➤ **EXPERTEK CYBER SOLUTION** (*Power Tools Industry*)

E-commerce Web Marketing Manager

from Nov 2006 to Dec 2008

Responsibilities:

- ✓ Reshape the company overall E-strategies & Marketing
- ✓ Developed and implemented the project marketing plan, utilizing public relations, direct marketing, Events, online marketing, and Media campaigns
- ✓ Brand Management (Brand Marketing)
- ✓ Focusing all aspects of Marketing which include
 - ✓ SEO (On Page and Off Page Optimization)
 - ✓ SEM (PPC and CPC campaign)
 - ✓ Print Media (Magazine Ads)
 - ✓ SMW, Viral Marketing, Blogging & Press releases
 - ✓ Forums and Crowd Sourcing
 - ✓ Affiliate Marketing
 - ✓ Email Marketing & Action Oriented and Eye Catching phrases
- ✓ Prepared and analyzed online tracking reports using the Analytics and other tools.
- ✓ ROI & Conversion Monitoring and Researching over New keywords Analysis
- ✓ **Projects Worked over**
 - ✓ www.toolmarts.com
 - ✓ www.toolorbit.com

➤ **RIGHT SOLUTION** (*Offshore and outsource businesses*)

SEO (Search Engine Optimizer / Marketer)

from Apr 2006 to Aug 2006

- ✓ Search Engine Optimization / Marketing for all service based website, including B2B and B2C.
- ✓ Industries Analysis & Competitors Analysis
- ✓ Keywords analysis and new keywords suggestion
- ✓ Positioning and Promoting through organic and Paid (Google, Yahoo, MSN).
- ✓ Direct Communication with client & Understanding their requirements and strategy and devising
- ✓ Monitoring organic search placement and generating weekly reports
- ✓ **Projects Worked over**
 - ✓ www.logodesignguru.com
 - ✓ www.corporatelogos.ws
 - ✓ 35+ client websites which include B2B and B2C websites both

➤ **TELENET** (*Herbs and Nutritions industry*)

SEO Team Leader (Search Engine Optimizer / E-Retailer)

from Mar 2005 to Mar 2006

- ✓ Search Engine Optimization.
- ✓ Conducting Keyword Marketing Research on searching habits of USA and Canada.
- ✓ Develop title & Meta tags. White hat techniques used to produce high ranks on keywords
- ✓ Social Media Marketing, link-building & Link popularity campaigns

- ✓ Supports, Control and Analyze the full Domain (web pages).
- ✓ Network marketing (combination of multiple domains).
- ✓ Coordinate and lead SEO team to promote the website and higher ROI
- ✓ Reports and proposals through Analytics and URCHIN
- ✓ **Projects Worked over**
 - ✓ www.nutrovita.com
 - ✓ www.herbsmd.com
 - ✓ www.herbs-wholesale.com
 - ✓ www.sharkliveroil.com
 - ✓ www.lgulatime.com
 - ✓ Over 15+ websites

Academic Qualification

- ✓ **MBA – IT** Nov 2007
Preston Institute of Management Science and Technology (PIMSAT)
- ✓ **Bachelor in Computer Science (BSIT)** Mar 2004
Preston Institute of Management Science and Technology (PIMSAT)

Certificates

- ✓ **Lotus Domino Server / Designer 6.5 ver** - Short- course from IBM.
- ✓ **Certificate in E-Commerce (Web Development)** from CIPE.
- ✓ **Graphic Designer Course** from Saliraj Institute.
- ✓ **Teacher Training Programs** (how to be an effective teacher)
- ✓ **English Language** from AISWO.

Personal Information

Date of Birth : August 01, 1983
 Sex : Male
 NIC No : 42101-9471247-3
 Marital Status : Married