



Bibin Babu

Marketing Professional
(Digital & Offline)

CONTACT

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DOB : 30/05/1993
Nationality : Indian
Visa Type : Job Visa

SKILLS

Strategic Planning & Execution
Digital & Performance Marketing
Social Media Marketing.
Email Marketing
Graphic Designing
Product & Event Photography
Team Leadership & Development
Brand Development & Management
Market Research & Analysis
E-Commerce & Website Management
Campaign Analytics & ROI Measurement
Budget Management & Resource Allocation

EDUCATION

Higher Diploma - Web Technology
Image Creative Education - Chennai, India
2018 -2020

Bachelor of Science - Bsc. Visual Communication
Mar Gregorios College - Chennai, India
2011 -2014

PROFILE

As a results-driven marketing professional with a strong background in both digital marketing and graphic design, I have successfully managed both online and offline marketing initiatives. I am seeking a challenging career opportunity where I can leverage my skills and experience to contribute to the growth and success of a company that prioritizes customer satisfaction.

My ability to effectively manage teams, communicate with stakeholders and achieve goals aligns well with organizations that value customer-centric approaches.

EXPERIENCE

- Marketing Personnel | Nov 2023 - Present
Al Jaber Opticians - Doha, Qatar
- Assistant Manager Marketing | Dec 2019 -July 2023
- Executive Designer | Dec 2019 - Oct 2022
Cookieman (Australian Foods India Pvt Ltd) - Chennai, India
- Freelance Digital marketer & Designer | Dec 2018 - Nov 2019
Chennai, India
- Social Media Designer | Jun 2016 - Dec 2018
Fashion Equation Pvt Ltd - Chennai, India
- Imaging Associate | Sep 2015 - Mar 2016
Amazon.in - Chennai, India
- Junior Engineer - Product Support | Jan 2015 - Sep 2015
HCL Bserv - Chennai, India

LANGUAGES

English
Malayalam(native)
Tamil
Hindi

SOFTWARE SKILLS

MARKETING

Email Marketing
Social Media Marketing
Google Analytics
Word Press(managing)
Product Development
Offline Marketing

DESIGNING

Illustrator
Photoshop
Indesign
Premier Pro
After Effects
HTML 5 & CSS 3

Professional Highlights

• Marketing Personnel | Nov 2023 - Present

Al Jaber Opticians - Doha Qatar.

Managed social media accounts, driving brand awareness, engagement and growing the company's online community by 35%

Executed paid Ad campaigns in Meta, tiktok, Snapchat & linkedin and increased the sales in showroom by 24% and maximized the ROI

Assisted in the planning and execution of trade shows and Free Vision Test events, leading to increase in booth traffic and business partnerships opportunity.

coordinated with external agencies to develop creative assets, ensuring brand consistency and effective messaging.

Conducted market research and competitor analysis to identify opportunities for growth and to inform marketing strategies. Managed the creation of email marketing campaigns, resulting in a 35% increase in click-through rates and a 15% increase in email open rates.

Managed the company's website, producing high-quality content that increased website traffic by 60%.

• Assistant Manager Marketing | Dec 2019 - July 2023

CookieMan (Australian Foods India Pvt Ltd) - Chennai, India

Lead and mentor a team of 10 marketing professionals & designers, fostering a collaborative environment that drives creativity and productivity.

Develop and execute comprehensive marketing strategies across multiple channels.

Spearhead the successful launch of new products, coordinating with cross-functional teams, resulting in a 20% increase in sales within the first quarter of the launch.

Identify emerging market trends and customer needs, conducting market research and competitor analysis to drive product positioning and target marketing efforts

Oversee the development of compelling content, including social media content, and marketing collateral.

Collaborated with the marketing team to design and execute integrated marketing campaigns.

Managed social media accounts, driving brand engagement and growing the company's online community by 35%

Assisted in the planning and execution of trade shows and industry events, leading to increase in booth traffic and business partnerships.

coordinated with external agencies to develop creative assets, ensuring brand consistency and effective messaging.

Conducted market research and competitor analysis to identify opportunities for growth and to inform marketing strategies. Managed the creation of email marketing campaigns, resulting in a 20% increase in click-through rates and a 15% increase in email open rates.

Managed the company's website, producing high-quality content that increased website traffic by 50%.

Assisted in the development and implementation of SEO strategies, leading to a 40% increase in organic search traffic.