

# VISHNUKANT RAMACHANDRAN



## CAREER OBJECTIVE

To drive business growth and brand excellence by leveraging expertise in global marketing strategies, business development, data-driven decision-making, and consumer behavior analysis. With a deep understanding of global market trends, I aim to lead high-performing teams, build strategic partnerships, and implement innovative marketing and sales strategies that enhance brand positioning and revenue. Passionate about optimizing customer experiences and expanding market reach, I strive to align with the company's vision for sustainable growth, competitive advantage, and long-term success.

## CONTACT

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## SKILLS

- Content Creation and Marketing
- Digital Marketing
- Social Media Marketing
- Email Marketing
- Digital Online Advertising
- SEO and SEM Optimization
- Merchandising
- Marketing Strategy
- Brand Management
- Product Marketing
- Marketing Analytics
- Business/Consumer Insights
- Industry Trends & Sales Forecasting

## Professional Summary

Marketing and business development professional with 5+ years of experience across the UAE, UK, Europe, and India, specializing in driving growth through strategic marketing, sales, and partnerships. I have led high-impact campaigns that boosted engagement, expanded market reach, and increased revenue. With expertise in digital marketing, strategic planning, and sales negotiations, I have delivered measurable results, including a 200% growth in social media followers and significant market penetration. Holding a Master's in Marketing, I excel at leverage data-driven insights to identify opportunities, close deals, and drive business success. Eager to take on business development and sales roles to accelerate growth and market expansion.

## SENIOR MARKETING & BUSINESS DEVELOPMENT CONSULTANT

**KYRA Authors Management, Dubai, UAE ( Br. Konark Publishers, India)**

02/2023 – Present

- Led end-to-end publishing and market launch strategies, overseeing the process from manuscript development to distribution, ensuring timely and successful execution.
- Designed and executed high-impact marketing and sales strategies to maximize book visibility, audience engagement, and revenue growth.
- Conducted market research to identify trends, target demographics, and competitive insights, shaping data-driven marketing and sales initiatives.
- Built and managed partnerships with distributors, bookstores, and online platforms across the UAE and GCC to drive sales and expand market reach.
- Secured regulatory approvals from the UAE Media Council and managed ISBN registration for new publications, ensuring compliance with regional publishing standards.
- Developed and optimized digital marketing campaigns, leveraging SEO, social media, email marketing, and paid advertising to enhance brand visibility and lead generation.
- Directed cross-functional collaboration between authors, printers, designers, and government bodies to streamline production and publication processes.
- Negotiated and closed high-value distribution and publishing deals, strengthening Konark Publishers' presence in international markets.

## MARKETING SPECIALIST

**THESAY Pharma Drug Store LLC, Dubai, UAE**

10/2020 - 02/2023

- Transformed THESAY's brand identity, achieving a 200% increase in organic LinkedIn and Instagram followers, elevating brand visibility and recognition.
- Cultivated a strong and dynamic presence on multiple social media platforms, including LinkedIn, Instagram, Facebook, and Twitter, resulting in substantial increase of brand engagement by 25% and reach by 15%.

## LANGUAGES

- English – fluent
- Hindi – Fluent

## TECHNICAL SKILLS

- Google Analytics & Google Ads
- SEO & Performance Tracking
- Social Media Management (Hootsuite, LinkedIn Campaign Manager)
- CRM & Productivity Tools (Google Suite, Trello, Slack)
- Graphic Design
- Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- WordPress & Web Design
- Sprout Social
- MailChimp

## EDUCATION

**Master of Science:** Marketing, 2018  
**Queen's University Belfast-** United Kingdom

**B.B.A (Hons) & MBA Programme,** 2018  
**O.P Jindal Global University,** India

Valid **UAE** and **UK** Driving License

## CERTIFICATIONS

**Google Analytics** (Beginners & Advanced)

**Artificial Intelligence in Marketing** – HubSpot

**Google Ads** Certification – Google  
**HubSpot Inbound Marketing** Certification

**SEO for Social Media** – LinkedIn Learning

**AWARDS:** Degree Plus/ Future Ready Award

**UAE Visa Status:** Golden Visa (5 years)

- Orchestrated and implemented impactful digital campaigns, emphasizing SEO/SEM, resulting in targeted brand growth, increased sales, and higher ROI
- Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.
- Identified appropriate marketing channels and target customers for campaigns.
- Pioneered the launch and management of four innovative business ventures within THESAY, overseeing branding, website development, and the implementation of effective marketing strategies.
- Directed worldwide corporate communication initiatives for THESAY Investments, strategically enhancing brand image and skillfully overseeing crisis management across diverse industries.

## RESEARCH EXECUTIVE

**The BLINC Partnership, London, United Kingdom**

01/2019 - 09/2020

- Collaborated closely with management to meticulously code surveys, predictive markets, and dial tests, ensuring their precise execution.
- Established strong partnerships with marketing and insight teams at renowned brands like BBC, UKTV, Nestle, BMW, and Channel 4.
- Transformed data into actionable insights, crafting compelling recommendations that drove strategic business decisions.
- Spearheaded a leadership role in qualitative projects as a Dial technician, effectively utilizing Dial Smith's capabilities for precise ad testing.
- Managed the survey database, set benchmarks, oversaw dial lines, and introduced programmatic solutions for more comprehensive analysis.
- Utilized extensive social media analytics expertise to enhance the company's online presence and initiate website and platform improvements.

## FREELANCER PROJECTS

- **Brainstorm Education** – Brand Strategies for Marketing in UAE and India markets along with business development for referral partnership acquisition for schools in Dubai and India.
- **AmwaajesSakina** - Lead brand communications, partnerships, and public relations for an Emirati cultural experience company, driving storytelling, media outreach, and strategic collaborations across the UAE. In addition to brand exposure on all Social Media Platforms.