

VISHNUKANT RAMACHANDRAN



CAREER OBJECTIVE

To build and scale strategic partnerships, sponsorships, and institutional relationships within the UAE and GCC, enabling international companies, cultural initiatives, and premium brands to successfully enter and grow in the region. Leveraging deep familiarity with Emirati business culture, government frameworks, and stakeholder engagement, I aim to unlock high-value collaborations with government entities, tourism bodies, private-sector companies, and other institutions that drive long-term commercial and brand impact.

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

Business Development and Strategic Partnerships professional with 5+ years of experience across the UAE, UK, Europe, and India, specializing in unlocking partnerships, sponsorships, and institutional relationships within the UAE ecosystem. Proven in building trusted relationships with UAE government bodies, regulatory authorities, cultural institutions, and private-sector stakeholders to enable market entry, strategic alliances, and brand growth. Highly experienced in navigating Emirati business culture and converting relationships into tangible commercial outcomes for organizations.

SENIOR BUSINESS DEVELOPMENT & PARTNERSHIPS CONSULTANT

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

02/2023 – Present

- Led business development and international expansion initiatives for publishing and cultural IP.
- Unlocked sponsorships, distribution partnerships, and institutional collaborations across UAE & GCC to expand market reach.
- Secured regulatory approvals from the UAE Media Council and managed ISBN registration for new publications, ensuring compliance with regional publishing standards.
- Directed cross-functional collaboration between authors, printers, designers, and government bodies to streamline production and publication processes.
- Acted as a strategic interface between Indian publishing legacy and UAE institutional ecosystem
- 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%.
- 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.

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)

- 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.

PR DIRECTOR - AmwaajesSakina

01/2025 – Present

- Lead all public relations, government engagement, and strategic partnerships across the UAE.
- Build and manage relationships with UAE tourism bodies, cultural institutions, airlines, media entities, and government stakeholders.
- Unlock sponsorships, institutional collaborations, and partnership opportunities supporting cultural programming and international outreach.
- Curate culturally sensitive experiences with Emirati hosts, ensuring authenticity and regulatory alignment.
- Act as a bridge between Emirati stakeholders and international partners, ensuring alignment with local customs, protocols, and expectations.
- Oversee brand positioning and narrative aligned with the mission: "Not tourism, but tradition."
- Drive influencer, media, and experiential campaigns that elevate the UAE's cultural diplomacy and soft power

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.