

# Mohammad Sameer

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Seeking a good-level assignment as **Reputation Manager/ Project Digital Manager** in **Real Estate** sector, utilizing **over 3 yrs** of insightful experience.

*Domains Studies:* **Banking | Finance | Insurance | Healthcare | Retail | Realestate**

*Key skills:* **Digital Transformation | Program Management | Project Management | Microsoft | Cloud | Digital Marketing | SEO & SEM | CRM | Relationship Management**

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## EXECUTIVE PROFILE

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- Performance driven professional with **over 3 yrs** of total experience in the areas of **Digital Marketing & Transformation** and **Project Management**
  - **Contributing to the digital transformation of enterprises across verticals by helping them manage their digital content more efficiently.**
  - Repeated success in the areas of Project and Program Management & Coordination, Delivery, Solutions, and Process Improvement.
  - **Consistently commended for building, reorganizing, streamlining, and strengthening Digital operations**
  - Diverse Management experience including **Project management, People Management, Leadership, Interpersonal business relationship** ensuring repeat business, improving team performance, and managing smooth functioning of all operations
  - Has an **excellent educational background: B.Com.(C), MBA. (FIN. & DIGITAL MARKETING),** from B School (LOVELY PROFESSIONAL UNIVERSITY, PUNJAB)
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## CORE COMPETENCIES

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### Delivery:

- Adaptable in managing diverse nature of development & testing projects in a Delivery Model, time and material, fixed bid or Budgeting and multi vendor
- Spearheading good sized teams and Managing Budgets for Marketing spent
- Sound understanding of Design tools, Test Automation tools, test automation frameworks and approaches

### Process:

- Key skills in Digital Marketing, Customer Engagement and Relationship Management Process Definition, Implementation, Metrics and Audits/ Assessments
- Implementation of Six Sigma Frame Works on SEO & SEM models

### Customer Relationship Management / Presales:

- Handling of RFI/RFQ responses, defining business solutions, effort estimations and Proposal defense
  - Overseeing customer visits, presentations, and achieve business targets
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- Interfacing with customers on project progress, issues and delivery related issues
- Exposure to Account /Relationship management

#### **Technologies:**

- Managing development & testing projects in Web and Client/Server technologies
- Experience in ERP products (FOCUS RT, TALLY 9)

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### **PROFESSIONAL EXPERIENCE**

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#### **VAISHNAVI INFRACON INDIA PRIVATE LIMITED, HYDERABAD**

#### **Digital Marketing – Vaishnavi Oasis Project, Hyderabad**

- Responsible for execution of multiple programs of strategic business value and end-to-end delivery by managing teams across online media and offline media
- Manage project and coordinate with Sales teams, to support and Lead generation tools and CRM tools for flawless sales execution
- Execute FB Marketing, Network Marketing, SEO, Email Marketing, Youtube Marketing and Google ads simulation for Leads generation
- Coordinate flawless connectivity with all portals as such Housing.com, Magicbricks, Property Advisor and Roof & Floor for more required Leads and Sales target reach
- Assist Budget overview for monthly spends in major marketing platforms respectively.

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### **EDUCATION**

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- **M.B.A (Finance and Digital Marketing)**, Lovely Professional University, Punjab, India (2015-2017)
- **B.Com (Computers, Accounting and Business Management)** Affiliated to Osmania University, (2012-2015)
- **C.E.C (Commerce and Accounting)**, (2012)
- **10th Standard. (General Studies)**, (2010)

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### **CERTIFICATIONS / TRAININGS**

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- **MS Office - Excel (RCPL Certification)**
- **Big Data Analytics - (Online Big Data University)**

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### **TECHNICAL SKILLS**

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- **Databases** - MS Outlook & CRM, MS SQL Server to Gmail or cloud connectivity
- **Packages/Tools** - Focus RT Financials(Accounts Payable,Accounts Receivable)
- **Operating Systems** - Windows Vista/XP/NT/2000 and others
- **Familiarity** - LAN, WAN and Wifi Networking

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### **PERSONAL DETAILS**

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- **Date of Birth:** 14 Feb 1993    **Languages Known:** English, Hindi and Telugu.
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