



# ROHTASH VIJ

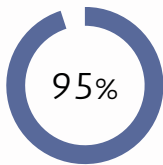
MARKETING MANAGER

SOCIAL MEDIA MARKETING | DIGITAL MARKETING | WEB DEVELOPMENT | LEAD  
GENERATION | CRM | TEAM LEADER | DESIGNER | 3D INTERIOR DESIGNER |  
WHATSAPP/E-MAIL MARKETING | DATABASE PROVIDER

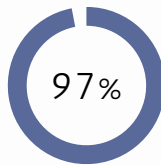
I am an approachable & motivated with the knowledge of market trends and make a real difference in the organization's revenue generation. I have knowledge Marketing Strategies and I fully recognize the human and emotional aspects of buying and selling. I possess strong social skills that enable me to be a strong relationship builder with clients, colleagues and third-party stakeholders

## PROFESSIONAL TRAINING & EXPERTISE:

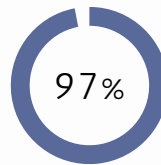
- Knowledge of the Marketing and effective strategies
- Social Media Management & Advertising (Facebook, Twitter, LinkedIn, etc.)
- Web Development and Designing | SEO | GMB Profile
- Pro-active, organized and excellent team player
- Motivated in a target-driven environment
- Optimistic and a positive can-do attitude



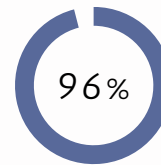
Social Media  
ads/Mgt



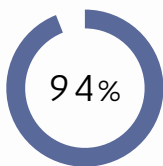
Lead  
Generation



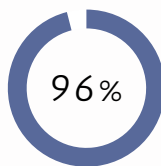
Web  
Development



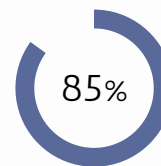
Teamwork



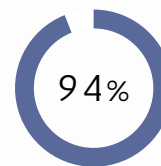
Digital/Google  
Ads | PPC |  
Search Ads



Real Estate  
Marketing



SEO/Graphics



3D Interior  
Designing

## EDUCATION:

2019 - 2020

Training & Internship  
For Marketing/BD

2012 - 2015

B.Com (Graduation)

2017 - 2018

Google Certification for  
Marketing & Branding

2010 - 2012

Senior Secondary

# WORK SHOPS

## Co-Founder & Branding Partner @ Smart Mantra... a new view

Smart Mantra is a Digital Marketing Agency established in India for Digital & IT related services. [www.smartmantra.co](http://www.smartmantra.co)

## Founder @ Branded Updates... a dairy with dreams

Branded Updates is a news & Magazine Website developed for web traffic & impressions through Ad Banners & web search. [www.brandedupdates.com](http://www.brandedupdates.com)

## Founder & Branding Partner @ Swagsta... be your best version

Swagsta is a e-commerce website for clothing and lifestyle brand to sell products online to customers. [www.swagsta.co](http://www.swagsta.co)

## Advisor & Consulting Partner @ Power Infinity | Persistent Global

Both are e-commerce websites for Electronics & Gadgets to sell new /used products online to customers. [www.powerinfinity.ae](http://www.powerinfinity.ae) | [www.persistentglobal.com](http://www.persistentglobal.com)

## Work Experience Full Time

### INFRATECH REALTY

Marketing Head

Sep 2022 - Dec 2023

- Developed & Manage Website.
- Taking care for Listing Portals
- Lead Generations
- Providing Marketing designs to Sales Staff.
- Reviewing Designs regarding Company Profiles, Visiting Cards, Letterheads & official Documents
- Handling, Branding and Designing Team
- Suggesting improvements if required
- E-mail Marketing & Budget
- Official Accounts Meta, Google & Ads Accounts.
- Staff Briefing & Consultation
- Images & Videos of Properties
- Followers, Impressions, Reviews for Social Media

### EXHICON REAL ESTATE

Digital Marketing & Social Media Handler

Jan 2023 - July 2023 (Contract)

- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Designs build and maintain our social media presence.
- Plans execute, and measures experiments and conversion tests.
- Collaborates with agencies and other vendor partners.
- Proficient in marketing research and statistical analysis
- Paid Promotions Through Social media
- Runs ads Through Google
- Lead Generation Campaigns
- Managing Leads with CRM

## News & Gaming Company

Marketing Head

**Feb 2022 - June 2023 (Remote Job)**

- It has group of 5 Companies working in Dubai
- I was handling News, Gaming E-commerce and IT websites.
- Need to send weekly newsletters to audience
- Run campaigns for the customers
- Event organizing and marketing
- Handling Social Media Portals
- SMM, Make posts for Social Media
- Making Analytics reports for web traffic and Social Media.
- Daily Posting on Social Media Channels
- Research about latest market trends & hashtags/keywords for paid ads

## Wallstar Real Estate

Marketing & Office Head

**Feb 2022 - October 2022**

- Developing concepts, graphics, and layouts for product illustrations.
- Taking care for Listing Portals
- Preparing rough drafts of material based on an agreed brief.
- Providing Marketing designs to Sales Staff.
- Designing Company Profiles & Visiting Cards
- Reviewing final layouts
- Suggesting improvements if required
- Handling Staff
- Arranging Viewings for Clients
- Web Development and Designing
- Visiting for Images & Videos of Properties

## Positive Properties

Marketing Manager

**July 2021 - Jan 2022**

- Developing concepts, graphics, and layouts for product illustrations.
- Taking care for Listing Portals
- Preparing rough drafts of material based on an agreed brief.
- Providing Marketing designs to Sales Staff
- Designing Company Profiles & Visiting Cards
- Handling Google, Trust pilot and SM reviews.
- Handling Agents Requirements
- E mail Marketing
- Web Development and Designing
- Visiting for Photography (Images & Videos of Properties)
- Social Media Management
- Preparing Graphics of Daily post for Social Media
- Basic IT work

## UWRE PROPERTY BROKERS

Digital Marketing & Social Media Handler

**Dec 2019 - Nov 2021**

- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Designs build and maintain our social media presence.
- Plans execute, and measures experiments and conversion tests.
- Collaborates with agencies and other vendor partners.
- Proficient in marketing research and statistical analysis
- Paid Promotions Through Social media
- Runs ads Through Google
- Lead Generation Campaigns
- Managing Leads with CRM

## EBDAA DEVELOPERS

Assit. Marketing Manager

July 2018 - Nov 2020

- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Designs build and maintain our social media presence.
- Plans execute, and measures experiments and conversion tests.
- Collaborates with agencies and other vendor partners.
- Proficient market trends, research and statistical analysis Paid
- Promotions Through Social media
- Runs Campaigns Through Google
- Lead Generation Campaigns
- Email Marketing & SMS Marketing
- Designing Flyers and posts for daily posting.

## DFM Marketing Management

Marketing Co-Ordinator

2016 - 2018

Burjuman Dubai - U.A.E

## Saytara Tech

Marketing Executive

2014 - 2016

Dubai - U.A.E

## Real Livings Tours

Marketing Executive

2013 - 2014

Dubai - U.A.E

## Mohan Singh & Co.

Shop/Warehouse Manager

2012 - 2013

Ludhiana - Punjab - India

## Indu Trading Co.

Client Relationship Manager

2010 - 2012

Ludhiana - Punjab - India

# Work Experience Freelancer

## Sobha | Damac

Lead Generation form Social Media

## For Team in DRE Homes & Property Junction Real Estate

Lead Generation for Lagoons Project

- Google Ads (PPC)
- Provided full Marketing materials like Landing Page, Creatives, Ad pop-ups etc.

## Property Simplified | Loyal Realtors

Consultant/Trainer | Marketing Head

- To give briefing about social Media trends
- To train the marketing team
- For photography of properties

## AZCB Real Estate & Your Home Real Estate

Social Media & Website optimization

- To give details report about website issues
- To enhance social Media & branding to increase traffic & followers on official pages.

## Worked With Startups:

Helped 7 startups to build their brand

- That includes Interior Designer, Travel firm, Restaurant General Trading & Technical Co.

## Lead Generation & Paid Ads

Finished many paid ads contracts

- Contract includes: Lead Generation, Branding, Social media issues, Web Traffic, Page Followers website audits, Creatives etc.

## Web Development

- I had Developed 70+ websites last Year.
- Some them from (Industry) Tour & Travel, restaurants, Saloons, News, IT & Digital Agency, Real Estate, E-commerce, Logistics, Technical and many more....

## Arabic Singer Mr. Ahemdo

Release his 2 Songs

- Helped him to release songs and teasers worldwide on YouTube.
- Activated Monetization on his official channels