



Joy James

-  Based in Dubai (UAE)
-  Joy.v.james@outlook.com
-  +971 58 596 2297
-  www.joyvjames.com

PROFESIONAL SUMMARY

Exceptional experience and proven track record with more than 7 years of experience in B2B and B2C marketing across multiple global industries, including Europe, LATAM, the Middle East, and beyond. In-depth knowledge of multiple digital marketing channels, including social media, PPC, content marketing, CRM, SEO, and many more. In addition, 3+ years of graphic design creating social media content, company brochures, business presentations, and much more. Commercially astute team player with vision, drive, and outstanding communication skills with executive-level stakeholders. Highly ambitious and forward-thinking professional with an astute and results-focused approach to creating optimised campaigns through analytics, UX research, and A/B testing, supported by technical excellence. Passionate about helping companies generate digital experiences that drive conversion rate and ROI.

WORK HISTORY

Digital Marketing Analyst and Graphic Designer (Freelance), 05/2023 - Present

KEO International Consultants, Dubai (UAE)

- Management and ownership of all social media channels of KEO and its divisions, C-Quest and InSite.
- Creation of customized content for social media for KEO and its divisions.
- Creation of tailored business presentations for clients and stakeholders.
- Maintenance and implementation of company brand guidelines.
- Ownership and management of all internal company communications to thousands of employees.
- Review and control of all company external communications.
- Creation of graphic assets such as company brochures, business cards, etc.
- Creation and final reviews of client proposals and project bids.

Digital Marketing Specialist and Graphic Designer (Freelance), 02/2023 - 02/2024

CALMFLOOR by FSD Active, working from UAE for a UK based company

- Management and ownership of all social media channels
- Design and development of new website
- Lead the full new rebrand of the company
- Creation of tailored business presentations for clients and stakeholders
- Maintenance and implementation of the company new brand guidelines
- Review and control of all company external communications

- Creation of graphic assets such as company brochures, business cards, etc
- Creation and final reviews of client proposals and project bids
- Creation and preparation of graphic assets for events and conferences such as banners, brochures, stands, etc
- Management and optimization of B2B paid campaigns on LinkedIn
- Lead generation through CRM and paid ads

Digital Marketing Analyst, 04/2021 - 05/2023

KEO International Consultants (C-Quest Division), Dubai (UAE)

- Predicted and led C-Quest through business digital transformation from small support services division into Independent Consultancy with operations in KSA and across Middle East.
 - Created client proposals and brochures in collaboration with other teams which earned our company the top projects of Middle East including the world-class known project of NEOM and SEVEN (Saudi Entertainment Ventures).
 - Transformed the company's social media into professional branded profiles with specialised content targeted to our segmented audiences which significantly increased our reach, engagement, and follower base.
 - Created awards submissions which got the company to be shortlisted and finalist in many of the region's top architecture and construction award ceremonies.
 - Assisted executive-level stakeholders to prepare client and company presentations.
 - Led the new digital marketing strategies which refreshed the company's public image with innovative content marketing which positioned us as a modern ground-breaking industry leader.
 - Assisted stakeholders to create and publish new social initiatives like "PeopleSpace" which is an aggregate database of smart concepts to empower city management and citizens to a safer future, making urban environment a safe space for residents of all abilities.
 - Researched and led strategic partnerships with other industry leaders and companies for events, webinars, conferences, etc.
 - Worked with agencies, design teams, and developers to produce state-of-the-art modern website design following the best SEO and UX practices.
 - Created all the specialised content for social media including images, videos, etc.
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Freelance Marketing Strategist & Front End-Developer, 03/2020 - 04/2021

Freelance, Dubai (UAE), Europe

- Created websites and landing pages for clients following the best UX design and front-end development practices.
 - Assisted marketing agencies to produce websites for their clients.
 - Competitors benchmarking and analysis.
 - User website analytics and UX research to identify possible business bottlenecks in the user's journey (e-commerce)
 - Support other marketing professionals and agencies to produce and optimise marketing strategies for clients.
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Digital Marketing Specialist, 02/2020 - 03/2020

Just vegan, Dubai (UAE)

- Played pivotal leadership role in the development of the annual marketing and PR Strategy, ensuring its successful implementation.
- Facilitated deals with industry event planners and publicists for strategic partnerships to drive sales and new business opportunities across the Middle East.

- Led the marketing team which included designers and content creators to create sophisticated and highly engaging content following our new strategies and brand image.
 - Tracked campaigns and landing pages performance with analytics tools and optimised through A/B testing.
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CRM Analyst, 12/2017 - 07/2019

Knockout Gaming, Spain

- Created and delivered different CRM campaigns targeted to different segmented audiences following their behaviour patterns and demographics across the globe.
 - Created email marketing content that would be optimised through analytics and A/B testing.
 - Defined our target personas and their user journeys, finding ways to improve their experience to increase conversion.
 - Track and analyse users' behaviour in our website through web analytics, session recordings, heatmaps, users feedback, etc.
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Web Analyst, 12/2013 - 11/2017

Hadabella (e-commerce), Spain

- Suggesting website design improvements after analysing user journeys.
- Provide actionable insight from various analytics tools (Google Analytics,, Hotjar, Google Optimize, Google Tag Management).
- Website speed optimisation and performance testing.
- Analysis of multi-channel conversion performance.
- MVT/AB Testing and test result analysis.
- Competitor Intelligence & Analysis; UX, UI, user journey, services, features, etc.
- Social Media Management.
- Audit on Google Analytics accounts

ACHIEVEMENTS

- C-Quest (KEO's cost management division) was finalist as "Digitalisation Project of the Year" in 2021 in one of the most prestigious awards ceremonies of the industry (The Big 5 Construction Impact Awards) thanks to a submission created entirely by myself.
- We were also shortlisted as Best Cost Consultant in the Middle East Consultants Awards thanks to our submission.
- I established a new standard of quality in all our work. This work has contributed to the making of various successful bids and proposals including Sharaan, NORTH25, DGDA, NEOM Gulf of Aqaba, and SEVEN.
- I transformed our social media profiles into branded professional profiles with high quality and useful content.
- Our main B2B channel, LinkedIn, grew 159% in 2021 thanks my work.
- At Knockout Gaming, I worked with the dev team to establish a new and optimized CRM software to optimize our campaigns, we established Adobe Campaign.
- My skills were noticed and complimented by KEO's own CEO Donna Sultan, she also appointed our marketing team as a role model for other divisions.

SKILLS

- Business development
- Revenue and profit maximisation
- Strategic Marketing
- Content Marketing
- Performance Marketing
- Marketing Automation
- Web Analytics
- Tag Management
- UX Research
- Social Media
- PPC
- Affiliate Marketing
- Email Marketing
- CRM
- SEO
- SEM
- Content Creation
- A/B Testing

ACCREDITATION

- Advanced Google Analytics - Google Academy
- Understanding and Protecting PII - KnowBe4
- GDPR - KnowBe4
- Marketing - LinkedIn Learning
- Online Marketing - LinkedIn Learning
- Responsive Web Design - freeCodeCamp
- Web Development - SmartNinja
- Web Analytics - LinkedIn Learning
- Social Media Marketing - LinkedIn Learning
- Business Development - LinkedIn Learning
- UX Design - LinkedIn Learning
- UX Research - LinkedIn Learning

EDUCATION

Health Science High School - 2010/2014