

# MACKLIN DIAS

DIGITAL MARKETING & PROJECT MANAGER

## ABOUT ME



A Digital Marketing & Project Manager with over seven years of experience in Digital Project Management and 360-degree Digital Marketing focused on ingeniously engineering new / non-performing projects into self-sustainable models. Currently, I'm working on making the world a better place and making quality education accessible in isolated parts of India.

## WORK EXPERIENCE

### 2015 - CURRENT | DIGITAL MARKETING & PROJECT MANAGER Derby Group Of Companies | Dubai, UAE

- ▶ Successfully delivered numerous digital projects simultaneously for high-end clients, including top UAE banks, by adequately balancing multiple priorities and dealing with ambiguity.
- ▶ In charge of the whole life cycle of the digital projects, from the understanding of the requirements to the delivery, through the estimation of time and costs, the briefing of the dedicated teams and the follow up of the milestones.
- ▶ Managed projects effectively on a day-to-day basis by facilitating the coordination between all functional teams.
- ▶ Developed detailed project plans, prepared project scope, and managed project process documentation.
- ▶ Day-to-day interactions with the stakeholders including, the founder and group CEO, to facilitate the successful delivery of projects.
- ▶ Head of the Digital Team responsible for planning and managing the digital marketing campaigns and artwork for the social media channels of the various group companies.
- ▶ Built an enviable online reputation for various businesses by managing their social media channels, responding to negative feedback, retaining customers, and engaging the audience.
- ▶ Efficiently managed the email marketing campaigns for various partner clients by coding custom email newsletters and integrating the same with Mailchimp to engage audiences.

### 2014 - 2015 | SENIOR CUSTOMER SERVICE ADVISOR Serco | Mumbai, INDIA

- ▶ Worked for Barclaycard as a Senior Customer Service Advisor and responded to over 80 queries per day with competent solutions.
- ▶ Provided timely resolution to customers to avoid queries turning into complaints and outperformed many months during my short tenure and achieved incentives for the same.

### MAR - SEP 2013 | SENIOR SERVICE COORDINATOR NCR Corporation | Mumbai, INDIA

- ▶ Was in charge of Melbourne as a territory to coordinate with the engineers and the logistics departments to make sure the necessary parts required to fix a machine were readily available to the engineer.
- ▶ Managed the daily jobs of 20 service engineers on the basis of client priority, achieved TAT of each client as per service agreement.

## EDUCATION

### PMP (PROJECT MANAGEMENT PROFESSIONAL)

PMI (Project Management Institute)  
2022 - 2025

### GOOGLE PROJECT MANAGEMENT

Google - Coursera  
August 2021

### DIPLOMA IN WEB DEVELOPMENT

KHDA - Astrolabs  
2019

### MASTER OF COMMERCE

University Of Mumbai, Mumbai, India  
2012 - 2014

## PROFESSIONAL SKILLS

Project Management | Process Improvement |  
Contract Management | Project Scoping And  
Planning | Risk Planning | Web Development |  
Google Analytics And AdWords | Social Media  
Management | Web & Graphic Design | Asana |  
JIRA | monday.com | Adobe Creative Cloud

### Phone

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### Email

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### Website

www.macklindias.me

### Achievements

MTV Gangnext Winner | Driving License

### Languages

English | Hindi | Marathi | French