

Arnav Ramaiya

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Marketing Executive

Professional Summary

Results-driven marketing professional with 1.5+ years of integrated campaign experience in the UAE, specializing in conceptualizing Go-to-Market (GTM) frameworks and executing data-driven commercial strategies. Proven track record of managing AED 3M+ budgets, spearheading Cross-Functional Collaboration, and accelerating product launches. HubSpot-certified strategist highly proficient in Marketing Automation, Google Analytics 4 (GA4), and Lead Generation, with a rigorous focus on optimizing Customer Acquisition Cost (CAC) and delivering measurable Return on Investment (ROI). UAE Golden Visa holder with valid driver's license.

Work Experience

KAJU MIDDLE EAST

Brand Strategist

Dubai, U.A.E.

July 2025 – Present

- Conceptualized research-led brand positioning and Go-to-Market (GTM) frameworks, generating a 30% increase in pre-launch partner interest while defining baseline Customer Acquisition Cost (CAC) models to strengthen the overarching market entry strategy
- Championed Cross-Functional Collaboration to execute premium product launches, aligning overall Content Strategy and creative development with commercial objectives to reengineer workflows and reduce design iteration cycles by 40%
- Optimized Vendor Management and supply chain operations, accelerating production timelines by 25% through enhanced quality protocols and strict Budget Compliance

DUBAI HOLDING ENTERTAINMENT

Marketing Coordinator

Dubai, U.A.E.

Aug 2024 – July 2025

- Orchestrated 15+ integrated online/offline campaigns across multiple attractions, accelerating digital engagement by 30% and expanding social reach by 40% through targeted Marketing Automation.
- Spearheaded commercial-focused campaign strategies, leveraging Event Activations and Influencer Partnership Management to drive a 35% YoY increase in visitation and 27% growth in sales.
- Optimized multi-channel Content Strategy (social, EDMs, paid media), improving performance and audience retention by 15% through data-driven storytelling and continuous A/B Testing.
- Tracked and analyzed campaign results using Meta Business Suite and Google Analytics 4 (GA4), driving 20% higher Lead Generation conversions and informing ongoing performance optimization.
- Championed Cross-Functional Collaboration and managed AED 3M+ budgets, ensuring strict Budget Compliance and seamless Vendor Management to deliver on-brand creative and strong Return on Investment (ROI) across all campaigns.

Education

HERIOT-WATT UNIVERSITY

Master of Arts (Honors) in International Business Management with Enterprise
4.0 GPA, Graduated First-Class Honors.

Two-time Deputy Principal's Award recipient for academic excellence.

Dubai, U.A.E.

2024

INDIAN HIGH SCHOOL

Recipient of the Sheikh Hamdan Award for Academic Excellence (17th Cycle)

Dubai, U.A.E.

2021

Skills

Technical: Go-to-Market (GTM) Strategy, Google Analytics 4 (GA4), HubSpot, Meta Ads Manager, Return on Investment (ROI) Analysis, Customer Acquisition Cost (CAC), A/B Testing, Lead Generation, AI Prompt Engineering, Multi-Channel Campaign Management.

Transferable: Cross-Functional Collaboration, Vendor Management, Logistics Coordination, Budget Compliance.

Languages: English (Native), Hindi (Native), Arabic (Elementary), French (Elementary)

Certifications**HubSpot Digital Marketing Certification**

HubSpot Academy

Dubai, U.A.E.

March 2026

- Validated competency in inbound marketing methodologies, Marketing Automation, and digital channel optimization.
- Certified in executing full-funnel digital campaigns with a strategic focus on Lead Generation, Content Strategy, and data-driven performance analysis.