



POOJITH RAJ

PASSIONATE DIGITAL MARKETING SPECIALIST -
DIGITAL ART DIRECTOR -
UI / UX DESIGNER & DEVELOPER

Address DUBAI, TECOM, UAE
Phone +971 55 9244 900
Email poojith@me.com
Birth 18/05/1984
Sex Male
Portfolio www.landofcreativity.com

HELLO

Dear Sir/Madam

I am submitting this cover letter enclosed with resume to win your consideration for the position of **Digital Marketing Specialist | Digital Art Director | Web UI / UX Designer & Developer.**

With a decade **11+ years** span of experience in **Digital Marketing, Web UI/UX, Creative Strategy, Digital Art Direction & Designing Front-end Development and SEO Development** and over **6 Years** of experience in **Social Media** (Facebook, Twitter, Instagram, Youtube) including Social Media ADS Designs and AD Boosting & Budgeting for Facebook and Youtube Ads. Proven track record in marketing strategy development & execution to drive business results, in which I earned great knowledge & skills in the following areas.

Specialised in:

- * Digital Marketing and Digital Production
- * Digital assets including Rich Media Online Ads, Micro Sites, and Social Media Campaigns
- * Innovative Digital Campaigns.
- * Responsive Design
- * User Interface & User Experience Design
- * iPhone & Android Mobile App Designs
- * Creative Social Media Application Concept and Designs
- * Social Media Ads Creative and Boosting for Facebook, Yahoo, Google
- * HTML5
- * CSS3 & jQuery Design & Development Professional High Quality Website
- * Flash Presentation & Flash Banners
- * Responsive Wordpress Theme Design and Development.
- * Video Presentations
- * SEO

I am a self-motivated, experienced and dedicated person that holds good sense of creativity according to Web 2.0 trend. You can find a list of my designed websites, videos, social media apps, mobile apps designs etc in my portfolio website. I strongly believe that a combination of good interface designing and excellent functionality make the website reach its goal, no matter it is designed for marketing purpose or general.

You can see my online portfolio at www.landofcreativity.com

For some privacy reasons i didn't put some of the international brands creatives and videos which i did for **PANASONIC, PEPSI, APPLE, SONY, JERGANS, ELECTROLUX, SUZUKI, BUGATTI, BURGER FUEL, KELLOGG'S, BASKIN ROBBINS, DUBAI INVESTMENTS, DHA, DAMAC PROPERTIES, AL OULA RADIO.** If needed i can show these works at the time of the interview.

Previously handled the Social Media Pages for **PEPSI, APPLE, HUMANA**, and also doing their Facebook, Google, Yahoo ads Design and Boosting.

I hope my resume will meet all your requirements and surely appeal you to call me for interview meeting. It will be a good opportunity to reveal my abilities and discuss the job details. It will be my pleasure to win your consideration.

Yours Sincerely,

Poojithraj



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ABOUT ME

A dubai based multidisciplinary **Digital Marketing Specialist | Sr. Digital Creative Web - UI / UX Designer & Developer** with a deep passion for **Digital Marketing | WEB -UI / UX Designs, CSS3, HTML5 and Animations**. Focused on designing innovative user experiences with thoughtful interactions and stunning visuals for desktop, mobile and tablet.

Proven track record in digital marketing strategy development and execution to drive business results. Highly flexible and responsive; passion for collaboration, outside-of-the-box ideas and elevating team morale through effective communication, tenacity and leadership.

With a decade **11+ experience digital media** bringing a proven knowledge of **creative strategy, digital art direction and design**, from conceptual thinking through product launch and **6 years of digital marketing experience** with great intreats in communication and with experience working successfully both in groups and alone.

TIMELINE

- NOW**
Digital Marketing Specialist | Web UI / UX Designer & Developer
DAMAC Properties, Dubai, UAE
- 2011-2015**
Digital Art Director | UI / UX Designer & Developer, Digital Marketing Specialist
Inpress Hakuhoodo Advertising Agency, Dubai, UAE
- 2009-2011**
Sr. Creative Digital Designer & Front End Developer
Orange Interactive Technologies Dubai, UAE
- 2007-2009**
Sr. Digital Designer & Front End Developer
NetVenture Web Solution Kerala, India
- 2006 -2007**
Digital Designer & Front End Developer
Sitra Infotech, Kerala, India
- 2005 -2006**
Web Designer Front End Developer
Amrita Multimedia, Kerala, India

PERSONAL

Name	Poojith Raj
Birthday	18th May 1984 (32)
Relationship	Married
Nationality	Indian
Born	India
Languages	English, Malayalam, Tamil

CONTACT

Mobile 1	+971 55 92 44 900
Mobile 2	+971 55 23 64 900
Skype	poojith

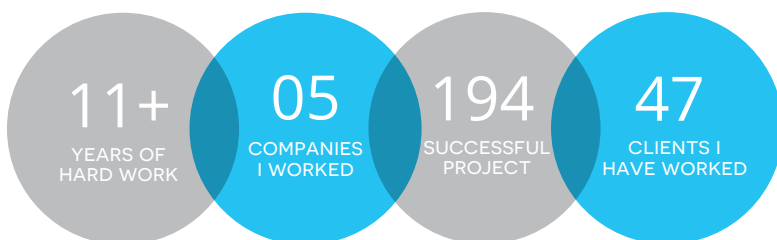
WORK

Experience	11+ years
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SOFTWARE

Adobe Photoshop (CC)	<div style="width: 100%;"></div>
Adobe Flash (CC)	<div style="width: 100%;"></div>
Adobe Dreamweaver (CC)	<div style="width: 100%;"></div>
Adobe Illustrator (CC)	<div style="width: 100%;"></div>
Adobe After Effects (CC)	<div style="width: 100%;"></div>
Adobe Premier Pro (CC)	<div style="width: 100%;"></div>
Adobe Audition (CS6)	<div style="width: 100%;"></div>
Basic PHP	<div style="width: 100%;"></div>
Mac OSX, Windows	<div style="width: 100%;"></div>

HIGHLIGHTS



ONLINE

www.landofcreativity.com
facebook.com/poojithraj
twitter.com/poojith
ae.linkedin.com/pub/poojith-raj/32/3a1/ba4

SKILLS





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WORK

2015 - CURRENT

DIGITAL MARKETING SPECIALIST, WEB | UI / UX DESIGNER & FRONT-END DEVELOPER

DAMAC Properties CO. LLC, Dubai, UAE

Responsible for designing, creating, and delivering marketing programs to support the growth and expansion of the company projects and services. Developing, managing and designing layouts of marketing collateral including: web banner, HTML5 banners, mobiles ads, emailers, social media ads, short videos for social media, landing pages & micro sites.

Skills: Digital Marketing Strategy & Development, Creative Concept, Design, Social Media, Flash, Front-end development, Video Editing

2011 DEC - 2015 AUG

DIGITAL ART DIRECTOR | UX / UI DESIGNER & DEVELOPER

Inpress Hakuhodo Advertising Agency, Dubai, UAE

Execute Creative Social Media Campaigns, Designed and developed responsive websites, blogs, social media apps design, mobile apps design. Also handling the online technical support for all online & offline issues, managing web hosting & emails for clients.

Skills: Digital Marketing Strategy & Development, Creative Concept, Design, Social Media, Online Tech Lead, Flash, Video Editing

2009 JUN - 2011 NOV

SR.CREATIVE DIGITAL DESIGNER & FRONT END DEVELOPER

Orange Interactive Technologies, Dubai, UAE

As a Senior Digital Designer & Developer has given me experience in working with extended digital production arm for a lot of top MNC agencies in the region supporting them with their digital and social media requirements, from the very start to the finish.

Skills: Creative Concepts, Wireframes, UI Design & Development, Presentations, Social Media

2007 FEB - 2009 MAY

SR.DIGITAL DESIGNER & FRONT END DEVELOPER

NetVenture Web Solution, Kerala, India

As a Senior Digital Designer & Developer i have involved in website design & development, website hosting, flash, video editing and i learned lot in my digital career from here.

Skills: Web designs, Flash, Video Editing, Wireframes, UI Design & Development, Branding

2006 JAN - 2007 JAN

DIGITAL DESIGNER & FRONT END DEVELOPER

Sitra Infotech, Kerala, India

From a professional web design company i have learned a wide range of web services including website design & development, website hosting etc from here.

Skills: Concepts, Design, Print, Web Design, Flash, Video Editing, Logo Designing

2005 JUL- 2006 JAN

WEB DESIGNER

Amrita Multimedia, Kerala, India

Its my first step i made in my career that should bring me one step closer to my true passion in life. I worked here as a web designer trainee.

Skills: Web Design, Flash, Print, Logo Design

SKILLS

DESIGN

Concepts Development	<div style="width: 100%;"></div>	Social Media Apps	<div style="width: 100%;"></div>
User Interface Design	<div style="width: 80%;"></div>	Mobile Apps Design	<div style="width: 80%;"></div>
Interactive Design	<div style="width: 70%;"></div>	Responsive Designs	<div style="width: 70%;"></div>



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RECOGNITION

AWARDS

- 1) The Webby Award Winner 2012 March for best interactive CSS3 website
- 2) Featured in Smashing Magazine, February 2008.

EDUCATION

2004 JUN - 2005 JUN

DIPLOMA IN WEB DESIGN & DEVELOPMENT

Amrita School of Engineering, Kerala, India

The Certification in web development is a one-year university program focusing on creativity, strategy and production within digital and interactive media. The program has a high reputation among world leading agencies. It graduates students for a future career as a designer, developer or a project/production manager.

Grade: A

2000 FEB - 2004 MAR

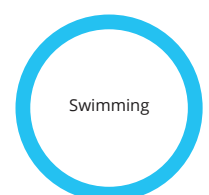
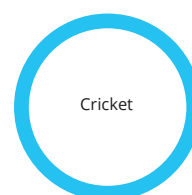
INFORMATION TECHNOLOGY

Vickram College of Engineering, Madurai, Tamilnadu, India

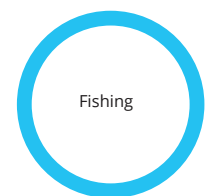
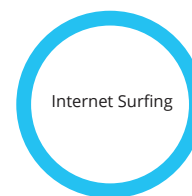
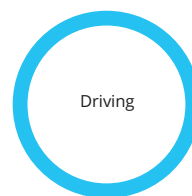
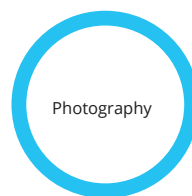
It is a hybrid branch of engineering dealing with Computer Science and Communication Engineering. I got an overview of computing, an understanding of the concepts, principles and skills in their application and extension, and practical experience in applied computing. The course provides me a background in the basic mathematics of computing—logic. I did my first web design at that period.

Grade: B

EXTRACURRICULAR ACTIVITIES



HOBBIES



DECLARATION

I HEREBY DECLARE THAT ALL THE ABOVE INFORMATION IS CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Poojithraj