Dhaval Raja

Product development, delivery, digital marketing and management of custom web applications to meet technological and marketing challenges of our own projects and for various Indian and foreign clients.

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WORK EXPERIENCE

Managing Partner - I.T. Head
Time For Fame

2010 – Present   *Mumbai,*

Product manager, Digital Products, Project management, delivery management and marketing of custom solutions

Achievements/Tasks

- Product development, delivery, digital marketing and management of custom web applications to meet technological and marketing challenges of our own projects and for various Indian and foreign clients.
- Experience of working on open source technologies like Magento, Drupal, Wordpress, Phonegap with LAMP architecture.
- Being the product functional expert on the team and taking end to end ownership for defining, detailing, analyzing, clarifying, documenting and communicating the functional requirements. Highly organized in prioritizing work load, delegate deliverables and develop creative solutions to clients.
- Experience on vendor/partner management of large vendors (AWS, SAP, Google, Microsoft, IBM, Oracle etc)
- Utilizes highly attuned analytical skills to develop IT and business marketing strategies employing cutting-edge technologies and effective sales funnels.
- Experience of handling online PR agencies worldwide like Washington Post, Huffington Post, Reuters, Yahoo news, Google news etc.
- Effectively managing multiple teams of professionals on custom and third-party CRM tools like Zoho etc.
- Developing, delivery, digital sales, and acquiring digital affiliates for online marketing in software, web hosting, retail, online astrology services, and SEO technology sector.

SKILLS

Senior Product Management   Delivery Management

Budget Management   IOS dev   Android dev

Business Strategy   Web Apps   Drupal   Magento

Ecommerce Implementation & Strategy   SEO/SEM

PPC Management and Analysis   Wordpress

Web Traffic and Consumer Management

Training and mentoring   Project Management

Leadership   PHP   Swift   Javascript   Node.js

MySQL   Testing & Advancing User Journey

User Behavior Analysis   Linux Server Management

Web Hosting Support & Management

Business Development   LAMP   XAAMP   Apache

Oracle DBMS   User Design   Web Design

Web Development   AMP   B2C

User Interface Design   Matrix Team Management

User experience testing   Customer acquisitions

Open Source CMS   PhoneGap

EXTRACURRICULAR

Jaag Organization
Working and providing educational and technological training to warkari adivasi tribes.

Fund Raising
Care Foundation - Acquiring Funds for NGOs which helps rural tribes

Indian Development Foundation
Educating and providing stationaries to orphans

Silver Medal, Wing-Chun Kungfu
Open Kungfu Championship - State Level - Kungfu Certification - Instructor Level - Wing Chun Kungfu Federation

Rhythm Festival Anchor
Atharva college of engineering - Anchoring in multiple events.

WORK EXPERIENCE

Product Name - SEODestiny.com, Web app for Providing SEO Solutions & promoting client websites. - Based on Magento and Drupal

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Intro Url --- https://www.youtube.com/watch?v=qEee9zsxlNI&t=130s

Achievements/Tasks

- Creating web application that use SEO standards and system to create 5000+ websites (Magento and Drupal) with rich media like videos and audios combined with user link. As this was before the penguin update. All websites based on Magento and Drupal

- Paid campaigns include PPC on Google, Yahoo & Bing. Extensive Event Tracking, goals, sales funnel etc.

- Reverse engineering Search algorithms considering more than 250+ factors.

- Acquired more than 500+ clients through prominent social media marketing initatives

- Handling large data in MYSQL database upto 1 million articles/day in WordPress and Drupal sites.

- Creating Training modules

- Training and mentoring staff to manage subscribed webmaster and SEO Experts and provide support.

- Extensive data analysis to help clients understand their market and organize efforts to meet technological challenges with real life business problems.

- Managing Teams for Digital Paid content and campaigns for marketing and with demographics targeting 100% offshore clients, mostly from U.S., Europe and Australia.

Web Hosting Ecommerce and Web solution for Clients

Achievements/Tasks

- Specialized Open Source and SEO Hosting clients - Acquired 1000+ clients for varied web hosting packages.

- Increase Revenue by digitally marketing web hosting services. (U.S. - 80%)

- Created an automated billing and WHM/Cpanel account creation for clients, integrated with support system from open source scripts and custom code.

- Quality Analysis and ensuring high standards by technical and support staff to provide efficient solutions to clients

- Data Analysis and market research for web solution clients to help them understand consumer behavior and patterns to help them generate profits.

- Related Extended service projects for local indian demographics - Online & Offline promotion of Hindi and Marathi Movies.

- Managing IT Team and co-coordinating with music and trailer launch and promoting them with Google on YouTube Coordinating with media companies for press release and Song promotion.

LANGUAGES

English
Full Professional Proficiency

Hindi
Full Professional Proficiency

Gujarati
Native or Bilingual Proficiency

Marathi
Full Professional Proficiency

INTERESTS

Mentoring Meditation Volunteering Reading

Book collections

WORK EXPERIENCE

Tech Lead - Landmark Group Retail
Shukran website and apps

Url: https://www.shukran.com/ae/en/

Achievements/Tasks

- Product Design and tech lead on team of Magento and drupal developers , Development & Marketing for Shukran Web (magento and drupal) integrated with Shukran IOS & android app. Also retail client B2C app called Ambassador
- Managing a highly professional team of designers, coders, testers and handling support correspondence.
- Negotiating business for the company, providing highly efficient time and budget management.
- Managing multiple teams cross country, the product is targeted for middle eastern countries
- Managing content, copyrighting, sales letter for 51 brands under Landmark Group.

Ecommerce and handling 200+ website portfolio including premium sites like ZodiacSigns.com (based on wordpress)

Achievements/Tasks

- Keyword Research and Data analysis to study and analyze a particular niche and viability of an existing domain or website to generate revenue. Also popularizing Zodiac Punch Memes which became a rage with more than million likes.
- Creating mass website tools and working with them to create a standard for technical staff to create the best possible online solutions taking into consideration search engine algorithms, easy user interface.
- Developing customer interface to provide their needs and also integrate email marketing and third party ads like Google ads, Affiliate ads, user contract ads and integrate them to generate good CPC and sales.
- Balancing user interfaces with revenue generation and integrate support systems to integrate an efficient user experience.
- Analyzing Large scale data analysis system to integrate traffic and social media records of entire website portfolios along with prioritizing and balancing work load among staff to generate efficient solutions/revenue.
- Managing social media platforms and marketing on FB, Youtube, Twitter, Pinterest, Snapchat, Adword marketing - Keyword research and bidding.

Affiliate marketing
Digital products

Achievements/Tasks

- Responsibilities: Handle Teams for blogs and acquire content for every individual affiliate products.
- Develop Affiliate systems, Acquire digital affiliates and manage digital support teams
- Manage SEO and SMO related to the affiliate product
- Identify which product to market in paid advertising and which products can convert faster into sales. Scale products that work with higher web presence.
- Creating newsletter and campaigns with A/B testing on various providers like Aweber, Lamp, Heat mapping etc.
- Sectors covered: Retail, Astrology Gemstones, Astrology services, Online merchandise, Digital Ebooks, SEO and Web hosting services online.