Ronald Brown

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**Career Objective**:

To work efficiently and lead the workforce with discipline and innovation to take the organization towards success

**Summary of Experience and Skills**:

* 10+ years experience of working as a digital strategist
* Strong interpersonal skills
* Strong experience and knowledge of new marketing techniques and innovative marketing strategy
* Strong knowledge and experience in project management and project planning
* Good team building and team management abilities
* Creative use of knowledge of web applications and various platforms
* Ability to meet deadlines effectively

**Professional Experience**:

Mango Technologies, New York

January 2006 - Present

Digital Strategist

Role:

* Analyzing the market conditions and client demands about the company's product
* Analyzing current marketing strategy and client communication strategy
* Making changes and developments in marketing strategy of a company to make the marketing campaign successful
* Introducing innovative marketing tactics and techniques in the process of development of digital marketing strategy
* Creatively using social media and social networking for digital marketing purpose
* Keeping constant tab on the market conditions
* Making recommendations to the development team in improvement of quality of a product according to client needs and changing market conditions using the newest techniques and technologies
* Analyzing client interaction and client support techniques of the support teams (product support, customer support, etc.,), and suggesting improvements accordingly
* Ensuring correct and precise documentation of communication strategy, product development strategy, product support strategy, proposals, etc.
* Planning & conducting internal meetings about critical issues and changes. Planning & conducting meetings with clients
* Educating clients about the company's product and its use
* Preparing strategies to generate new business from new and old customers

Achievements:

* 50% increase in the company's profit for the year 2011-2012 despite the effect of recession
* Achieved the Best Employee award for the year 2010-2011

Pineapple Technologies, New York

January 2002 - December 2005

Digital Marketing Strategist

Role:

* Design marketing plan and strategies according to market conditions and the client's needs
* Using various marketing techniques for marketing such as online branding, SEO, etc.
* Using social networking and the web for marketing the products of the company
* Analyzing current digital marketing plan and design and make changes according to market conditions and client needs
* Documentation of the digital marketing strategy
* Ensure effective client communication through web about digital strategy and improvement in products
* Planning and conducting meetings with the customers

**Educational Qualifications**:

* Master of Science in Integrated Marketing from New York University
* Certificate in Digital Media Marketing from New York University

**References**:

1. Robert Black  
   Managing Director  
   Mango Technologies,  
   New York, USA
2. Creig Smith  
   Director - Marketing  
   Pineapple Technologies  
   New York, USA