

BEN JOSEPH ALEX

Digital Marketing Executive | Growth Marketing Strategist

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ABOUT ME

Strategic and data-driven marketer with **4+** years of experience across B2B, digital, and performance channels. Led **70+** full funnel campaigns and managed **100+** accounts, driving growth, retention, and brand impact. Skilled in automation, analytics, and storytelling to turn data into scalable strategies. I find joy in blending creativity with data to build marketing that works.

WORK EXPERIENCE

Key Accounts Manager 12/2024 – 04/2025 | Bengaluru, India
Zomato 

- Spearheaded **30+** hyper local campaigns across Meta Ads and in app placements, increasing brand reach by **40%** and improving customer acquisition by **35%**, by leveraging regional data insights and user segmentation.
- Engineered a Google Apps Script dashboard for **50,000+** listings, automating reporting and reducing turnaround time by **80%**, enabling marketing teams to pivot campaigns based on live KPIs.
- Onboarded and managed **300+** restaurant partners, enhancing retention and brand loyalty by building tailored marketing strategies informed by city level performance insights and consumer behaviour analysis.
- Formulated strategic account plans for major partners, boosting client renewal rates by **28%** and increasing upsell revenue by **12%** through lifecycle marketing initiatives and performance consultations.

Associate Project Coordinator - Events & Marketing 10/2020 – 08/2024 | Bengaluru, India
Impelsys Inc. 

- Handpicked by the CEO from a pool of **20** professionals, spearheading the revamp of marketing communications and presales decks, resulting in a **40%** increase in stakeholder engagement, by integrating visual storytelling using Canva, PowerPoint and automated OKR trackers and performance dashboards using Power BI and Tableau.
- Championed the automation of QA workflows, reducing errors by **50%** and accelerating reporting timelines by **60%**, through the application of Kanban methodologies to eliminate bottlenecks and prioritise deliverables.
- Executed **70+** multi channel campaigns for finance and event tech clients using Agile methodologies, improving client satisfaction by **30%** and raising NPS by **18** points through data driven messaging and campaign QA.
- Analyzed user behaviour in Google Analytics to identify high exit funnel points, reducing bounce rates by **30%** and improving conversion paths through UI/UX recommendations.
- Conceptualised and implemented a full scale marketing roadmap for multiple stakeholder trade shows, securing **30+** new B2B projects by unifying creative assets, pitch decks, and brand messaging.
- Directed the development of targeted creatives in collaboration with in house design and CRM teams, enhancing ad quality and CTR by **22%** across Meta Ads and owned channels.
- Improved SEO performance, boosting organic traffic by **50%** through keyword optimisation, content audits, and internal linking strategies tailored to local search behaviour.

EDUCATION

Bachelors In Business Administration - Finance Bengaluru, India
Christ University 

- Leadership Roles: Head Of Events Committee | Head Of Alumni Committee

CERTIFICATIONS

Google Digital Marketing — Coursera - Google | **Python** — Udemy

CORE SKILLS

Marketing Expertise: PPC Campaigns | Programmatic Ads | CRM Campaign Management | A/B Testing | Digital Media Planning | Funnel Optimisation | Cross Channel Attribution | Marketing Analytics

Marketing Tools: Meta Ads Manager | Google Ads | GA4 | Google Tag Manager | Google Search Console | Hotjar | MailChimp | WordPress | SEMrush | Ubersuggest | Wordpress

Technical Skills: SharePoint | MS Projects | Tableau | Power BI | Smartsheet | Excel | PowerPoint | Canva | Premiere Pro | Illustrator | Figma | Salesforce | Python | SQL

Project Management Tools: Jira | Asana | Confluence | Notion | Trello | FreshDesk | Monday.com

Languages: English | Hindi | Arabic | Malayalam