

# JYOTI ROY

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## EXPERTISE

- Budget & Forecasting
- Strategising & Planning
- KPI analysis & reporting
- Corporate Communication
- Positioning & Branding
- SEM & SEO
- Social Media Marketing
- Blog Authorship
- Web Analytics
- Email Marketing
- Content Development
- Market Research & Analysis
- Media Planning & Buying
- Alliance & Sponsorship
- Stakeholder Relations
- Media Relations

## TECHNICAL SKILLS

- MS Word
- MS Excel
- PowerPoint
- Outlook
- WordPress
- Google Ads
- Google Tag Manager
- Google Analytics
- Google Drive
- MailChimp
- CampaignMonitor
- ActiveCampaign
- Hootsuite
- Photoshop
- Illustrator
- InDesign

## SOFT SKILLS

- Leadership
- Teamwork
- Business Acumen
- Creativity
- Communication & Interpersonal
- Problem Solving
- Poised Under Pressure
- Work Ethics
- Adaptability

## EXPERIENCE

### Digital Marketing and Channels Manager

#### HSBC New Zealand | Auckland | May 2022–Present

- Develop marketing strategies that align with the organization's business goals
- Plan and manage campaigns across various digital channels, including email, social media, search engines, and display advertising
- Assess and report the performance of digital campaigns against KPIs
- Conduct market research and analyze trends to identify new opportunities and improve campaign performance
- Collaborate with cross-functional teams, including creative, content, and web development, to produce engaging content and optimize user experience
- Stay up-to-date with emerging digital marketing trends and technologies
- Managing and developing the digital experience for the public website and other Marketing propositions delivered through digital channels
- Driving customer satisfaction and engagement within the digital channels to help make HSBC a valuable financial brand
- Supporting the leadership and championing of best practice, setting and governing standards and driving improvement across the organisation
- Working closely and effectively with internal and external delivery partners to ensure efficient delivery of plans to achieve the desired outcomes

### Client Success Manager

#### Reach Local | Auckland | Feb 2019–May 2022

- Develop digital marketing strategies to drive optimal performance and achieve marketing objective for the assigned clients
- Devise digital campaigns with the aim of acquiring new and retaining existing customers
- Manage digital campaigns and analyse key performance metrics & trends
- Monitor campaigns for leads & enquiry volume, quality and source across digital marketing channels
- Generate reports and provide insights on ROAS and trends to the clients
- Organise and drive client meetings to review the success of the campaigns, the trends and the competitor activities
- Identify potential cross-sell and up-sell opportunities and engage with Sales team to close the sale
- Fielding client enquiries related to the campaign performance, the product and services purchased, as the first point of contact

### Awards & Achievements

- Reach Local All Stars Award May 2021 for outstanding client service, campaign report and strategy development.

### Group Marketing Manager

#### APX Hotel Apartments | Sydney (Operating from India) | Apr–Nov 2016

- Identify market opportunities, develop marketing objectives and plans
- Develop the Brand Guidelines & Standards manual, advertising strategies
- Strategise to drive online traffic to the company website
- Monitor campaign performance, make recommendations for improvement
- Manage social media; online reputation management and guest engagement
- Liaise with external agencies on content, photography and videography
- Responsible for marketing collateral and sales support material
- Develop Public Relation campaigns to achieve marketing goals
- Market research for new and existing services, and partnership opportunities

### Awards & Achievements

- Accomplished company's **re-branding** exercise within 6 months
- Grew company's Facebook page followers from **19** to over **600**

## EDUCATION

Post Graduate Diploma in  
International Business  
NMIT (Auckland)  
2017-2018

- Applied Research Methods
- Perspectives on
- International Trade
- International Strategic
- Managing in a Globalised World
- Global Logistics and the
- Supply Chain Management
- International Strategic Marketing
- International Financial
- International Business Project

Post Graduate Diploma in Public  
Relations  
Bharatiya Vidya Bhavan (New Delhi)  
1996-1997

1996 - B.A. (Honours) English  
Delhi University, India

## CERTIFICATION

- Google Ads Fundamentals
- Google Ads Search
- Google Ads Mobile
- Google Ads Display
- Google Analytics for Beginners
- Facebook Blueprint - Media Buying

## PUBLICATION

August 2018 | Academic research  
article on **Recycling of Beverage  
Containers in New Zealand - Critical  
Analysis of Existing Status and  
Proposed Best Practices** ([Click here  
to read](#))

Published by ResearchGate under  
International Journal of Waste  
Resources

## LANGUAGES KNOWN

- English
- Hindi
- Bengali

### Marketing Manager

**Rixos Bab-Al-Bahr | Ras-Al-Khaimah (UAE) | Dec 2013–Nov 2014**

- Produce Marketing and PR plans within stipulated budget
- Create Marketing objectives and strategies with measurable ROI
- Monitor competitor activities and industry trends
- Advise on product mix, pricing & distribution channels
- Ensure consistent collateral, creative messages and media activities
- Secure opportunities for hotel sponsored events and targeted partnerships
- Prepare press releases, source opportunities for industry stories; develop content for the journals, corporate presentation, monitor news in all media
- Update hotel website, OTAs (Online Travel Agencies) and social media
- Supervise the production of corporate gifts, photography & videography

### Awards & Achievements

- Instrumented **90-100%** month-on-month growth for bookings through the resort's website
- Achieved extensive pan Gulf region media coverage during the ATM 2014

### Regional Marketing Manager

**Hilton Worldwide | Gurgaon (India) | Jan 2013–Nov 2013**

- Identify market opportunities, advise brand teams on the development & implementation of marketing strategies
- In-market activation of brand campaigns; work closely with internal stakeholders and agencies
- Advise on branding, advertising & promotion for trading hotels
- Audit brand identity compliance for creative, tone of voice, photography for advertising and marketing
- Work with Regional e-Commerce and hotels to review website performance
- Coordinate single-brand/multiple-hotels cross-marketing for trading hotels
- Liaise with internal stakeholders, agencies, partners and managed trading hotels for execution of all loyalty program and multi-brand marketing activities
- Coordinate with agencies/vendors for design and production of marketing material, exhibition booth for trade shows/events

### Awards & Achievements

- Promoted to **Corporate role** within **3 years** at hotel level
- Developed a successful and result-oriented **system for reporting** of marketing initiatives for trading hotels and **monitoring** regional tactical campaigns

### Marketing Communications Manager

**Hilton Hotel & Resorts | Chennai (India) | Feb 2010–Jan 2013**

- Deliver cost-effective and fitting advertising strategy within agreed budget
- Develop and implement the annual Marketing Plan
- Ensure all plans are measurable with appropriate lead-in times & deadlines
- Developed and vet all communication material and collateral
- Ensured strict compliance with Hilton Hotels brand standards in all artwork/graphic design/logos, etc.
- Utilise information on key source markets and determine appropriate marketing campaigns to increase business
- Work alongside media for optimal media coverage and brand visibility

### Awards & Achievements

- **Brand Champion** – Hilton Hotels & Resorts, India 2011 & 2012
- **Hotelier India Awards 2012**, Runner Up - Marketing & PR Person of the Year
- Awarded for suggesting the **Most Innovative Way of Promoting Hilton HHonors** (Hilton's loyalty program) at SEA & China Marketing Summit 2010.

### Corporate Communications Manager

**Earthsellers Hi-Tech Homes | Mumbai (India) | Feb 2009–Jan 2010**

### Deputy Manager Marketing

**Sahara Airlines | Delhi (India) | Nov 1997–Aug 2003**