

## CHIRAG DATTANI

108 Kearny Ave · Kearny · New Jersey – 07032  
T: 551-998-0405 · W: [www.chiragdattani.com](http://www.chiragdattani.com) E: cmd25@njit.edu  
LinkedIn: [www.linkedin.com/in/chiragdattani](http://www.linkedin.com/in/chiragdattani) · Twitter: @Chirag\_Dattani



### SUMMARY

---

Highly accomplished, creative and motivated professional with nearly ten years of work experience in Digital Marketing & Web Analytics Industry. Proficient in e-commerce, Internet Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing, Marketplace expert & Affiliate Marketing with excellent knowledge of Internet Resources. The innovative approach and ability to work as an independently thinking team member have all culminated into a single goal of scaling new heights.

### CERTIFICATION

---

**New York University – SCPS** Jan 2012 – Dec 2012  
Digital Media Marketing and Advanced Web Analytics

**Villanova University, Tampa – FL** June 2011 – Jan 2012  
Six Sigma Black Belt

**Google AdWords Qualified Individual** (Search Advertising)  
**Google Analytics Qualified Individual**  
**Microsoft adExcellence Member**

### EDUCATION

---

**New Jersey Institute of Technology, Newark - NJ** Aug 2008 – May 2010  
MBA in Management of Technology

**University of Mumbai, India** April 2003 – March 2005  
Masters of Commerce

**Lala Lajpatrai College of Commerce and Economics, Mumbai, India** April 1998 – March 2003  
Bachelors of Commerce

### PROFESSIONAL WORK EXPERIENCE

---

**E&M Advertising (NYC), Director of Online Media & Technology** June 2011 – Present

- Managing and Developing Search Marketing Campaigns: Developing SEO and SEM campaigns including Social Media and use of Pay-per-click advertising (Google AdWords – My Client Center, Bing AdCenter and Facebook Ads) for more than 25 clients spanning from Retail ecommerce, Television, Pharmaceutical and Advertising with an Annual spend of over 0.5 million US \$. Ad formats include Search, Display & Remarketing on Desktop & Mobile.
- Managing and Developing Affiliate Relations: Working with affiliate and publisher partners as well as developing new relationships with online media sources to promote the clients product and call platform offerings. Platform includes: Google Offers, DailyDeals.com, CouponCodes.com and Offers.com etc.
- Creative Development: Collaborating with the designing team and providing feedback on what is generating highest response rates by A/B and multivariate testing. Optimizing landing page, email and display creative.
- Web Analytics: Managing clients' web analytics for measuring incremental impact in unique visitors, sessions/visits, page views, conversions, search engine positions and funnel analysis.
- M-Commerce & 'Couch'-Commerce: Working with technical team to manage current system builds, including the rebuild of Order-EZ (Internal Tracking System), development of DR Analytics and Mobile & Tablet websites, providing customers an excellent user experience on all devices.

**NUKO INC (NJ), Internet Marketing Specialist**  
([www.bigoutlet.com](http://www.bigoutlet.com) / [www.tting.com](http://www.tting.com) - Consumer Electronics)

March 2010 – June 2011

- E-commerce: Developing Strategic Online Marketing Campaigns including Integrated Direct Response Strategies, incorporating Search, Display, e-mail and Social Media platforms to maximize customer relationships. Integrating and managing Marketplaces such as Amazon, eBay, Buy.com, Sears Marketplace and Google Shopping.
- Search Engine Optimization (SEO): Determining the SEO strategy and tactics necessary to drive traffic to the website with ultimate goal of delivering a positive ROI via Conversions, Leads, and Sales. Optimizing the website with Keyword Research, Writing/Editing content for appropriate Keyword Density, writing HTML Meta Tags, Link Building, Optimization of content and Search Engine Submissions etc.
- Search Engine Marketing (SEM): Managing Online Marketing PPC campaigns via Google AdWords, Bing AdCenter, Facebook Ads and Amazon Products Ads. Creating and optimizing product feeds for Comparison Shopping Sites including Shopzilla/Bizrate, Yahoo Shopping, Google Shopping, NexTag etc.
- Affiliate Marketing: Developing key program strategies including Seasonal Promotions to grow the company's revenue through the affiliate program. Recruiting and managing the growing Affiliate Network using LinkShare and maintaining the relationships with affiliates.
- Web Analytics: Analyzing the impact of SEO, PPC, Shopping Engines and Social Media via Google Analytics, improving the quality of the traffic by measuring KPIs and understanding the data reports including SERP Rankings, Traffic Sources, Content Drilldowns, Funnel Process, Avg. Time Per Visit and Bounce Rates etc.

**Arts Origin (NJ), SEO Specialist**  
([www.artsorigin.com](http://www.artsorigin.com))

Feb 2009 – May 2009

- Search Engine Optimization (SEO): Optimizing the site's content with Keyword Research, HTML Meta Tag, Alt Tags and URL links. Providing guidelines to developers in creating a user and Search Engine friendly layout of the site keeping look and ease-to-use in mind.

**Card Centre (Mumbai – India), Director – Online Acquisition**  
([www.mackmarkcards.com](http://www.mackmarkcards.com) / [www.scrollinvitations.co.uk](http://www.scrollinvitations.co.uk))

May 2004 – July 2008

- E-commerce & Product Development: Managing creative development and the technology Roadmap for building and deploying digital products with experience leading web and mobile development projects for successful implementations. Planning, Designing, and Executing effective Online marketing campaigns to build traffic, maximize sales and providing splendid experience to users while navigating the website. Using best practices and techniques, including SEO, SEM, Social Media and Affiliate Marketing, to generate traffic to the site. Managing launch plans and releases of new products for different countries. Working primarily with Google products including Google AdWords, Google Analytics, Google Base, Google Webmaster Tools, Google AdSense and Google Places

**Card Centre (Mumbai – India), Business Development Manager**

May 2003 – April 2004

- Business Development: Expanding the export business of Wedding Invitations and Craft Paper by appointing potential dealers and identifying the key reporting & performance management metrics by developing the CRM system. Developing working relationships with Customer Service and Quality Assurance departments with a goal of increased customer satisfaction and decreased down time.

#### PART TIME WORK EXPERIENCE

---

**Creative Craft Cards Pvt. Ltd, Assistant Creative Visualizer**

June 2002 – April 2003

- Designing: Creating and designing Wedding & Greeting Cards by using tools including Photoshop & CorelDraw.

#### PRESS RELEASE

---

- <http://ecommwire.com/?id=42501&keys=BigOutlet-LinkShare-ChiragDattani>
- <http://ecommwire.com/?id=47872&keys=iPadSweepstakes-RefurbishedElectronics-ChiragDattani>