

CHIRAG DATTANI

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MISSION

To make world a smaller place to advertise in - one country, one market and one search engine at a time.

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 in Commerce

CERTIFICATION

New York University, New York - NY Jan 2012 – Dec 2012
Digital Media Marketing

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

Google AdWords/Shopping Certified
DoubleClick Search Certified
Microsoft adExcellence Member

EMPLOYMENT HISTORY

Merkle | Impaqt (NYC), Sr. Search Account Manager Oct 2014 – Present

Duties: Leading the Shopping Campaigns (PLA) and Local Inventory Ads (LIA) initiative including Feed Management/optimization, implementation, account management and Merchant Promotions. Tracking cross-device conversions and insights to make data-driven decisions for optimal performance.

Merkle | Impaqt (NYC), Search Account Manager May 2013 – Sep 2014

'Local' is the new 'Global'...

Duties: Creating, launching, tracking, analyzing and optimizing Paid Search Campaigns and accounts worldwide to generate in-market sales leads. Understanding the cultural factors and user behaviors in each country and creating a unique strategy for each market globally and providing best possible user experience. Emphasizing on Localization - using local language, targeting local people and bidding on local keywords. Managing PPC Campaigns in:

- 170 Countries / 81 Websites / 31 Accounts
- 15 Currencies
- 18 Languages
- 5 Search Engines including Google (Global), Bing/Yahoo (Global), Yahoo Japan, Baidu and Naver.

SCM Data (NJ), Search Engine Marketing Specialist

Oct 2012 – Apr 2013

- Paid Search: Managing Paid Search Campaigns on Google AdWords and Bing AdCenter as well as performing in-depth analysis of keyword and competitive research utilizing several tools. Serve as a primary point of contact and subject matter expert for search engine marketing and optimization for both internal and external contacts. Using Google analytics to determine the performance of search marketing programs to make adjustments and maximize marketing return on investment (ROI).

E&M Advertising (NYC), Director of Online Media & Technology

June 2011 – Oct 2012

- Managing and Developing Search Marketing Campaigns: Developing SEO and SEM campaigns including Social Media and use of Pay-per-click advertising (Google AdWords, Bing AdCenter and Facebook Ads) for multiple clients spanning from Retail ecommerce, Television, Pharmaceutical and Advertising verticals.
- Managing and Developing Affiliate Relations: Working with affiliate and publisher partners as well as developing new relationship with online media sources to promote clients products and call platform offerings.
- Creative Development: Collaborating with the designing team and providing feedback on highest response rates by conducting A/B and multivariate testing. Optimizing landing page, email and display creative.
- Web Analytics: Managing clients' web analytics platform 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, Mobile & Tablet websites to provide clients with an excellent user experience across all devices.

NUKO INC (NJ), Internet Marketing Specialist

March 2010 – June 2011

www.bigoutlet.com / www.tting.com - Consumer Electronics)

- 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 and Sears Marketplace.
- 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 and Link Building etc.
- Search Engine Marketing (SEM): Managing Online Marketing PPC campaigns via Google AdWords, Bing AdCenter, Facebook Ads and Amazon Products Ads. 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 data reports.

Arts Origin (NJ), SEO Specialist

Feb 2009 – May 2009

www.artsorigin.com)

- Search Engine Optimization (SEO): Optimizing the site with Keyword Research, Fresh Content, Link Building and providing guidelines to developers in creating a user and Search Engine friendly layout of the site.

Card Centre (Mumbai – India), Director – Online Acquisition

May 2004 – July 2008

www.mackmarkcards.com / www.scrollinvitations.co.uk)

- 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.