

Adrian Seth

DIGITAL MARKETING MANAGER



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PROFESSIONAL PROFILE

A highly adaptable, quick to learn, capable strategic and digital transformation manager ready for adjusting myself according to the different needs of company. I believe in hard work and always fulfil my responsibilities with a positive attitude and confidence over the skills and competencies which I have developed during my 20+ years of experience in the diverse industries and sectors. An individual with high exposure and in-depth knowledge of digital products delivery manager which could be utilized in the leading projects which have a meaningful effect on the bottom-line of the company.

WORK EXPERIENCE

PRINCIPAL DIGITAL PRODUCTS MANAGER / Jun 201x – Feb 202x

XYZ Company

- End-to-End delivery of Etihad Airway's Award Winning First Mobile App digitalizing core customer facing services which boosted a revenue of 200%
- Managed multiple dependencies and suppliers across the globe successfully.
- Facilitated Award Winning First Mobile App for Etihad Loyalty Members with multiple systems integrations within 60% of the budget.
- Established First Artificial Intelligence powered intelligent Chabot for Etihad
- Delivered Miles at Point of Sales enabling members to earn and burn miles in real time
- Provided more than 20 share point sites to improve efficiency of internal departments.
- Headed cross-functional team for digital transformation projects.
- Eliminated paper-based Duty Travel approval form with automated online process
- Carried hackethon for University Students.
- Fostered a number of innovation projects for the new office.
- Delivered applications with focus on paperless office for tax department and procurement approval workflow

HEAD OF ONLINE DIGITAL TEAM / Jan 200x – Jan 201X

ABC Inc.

- Designed and implemented Digital Strategy for the company.
- Structured and published one of the first Dubai Government websites
- Fostered Web based Content Management System (CMS) to manage all the websites including Seven TV & radio stations.
- Devised and forged intranet strategy and implemented intranet websites for various department with self-management and workflow features.
- Established jobs management system for creative department with work flow management.
- Created Document management system with workflow for the legal department
- Digital transformation of TV & Radio services resulting in live stream of the channels and on demand video platform.

TECHNICAL SKILLS

Management	<div><div></div></div>
Innovation	<div><div></div></div>
Budgeting	<div><div></div></div>
Design	<div><div></div></div>
AI	<div><div></div></div>
MS Office	<div><div></div></div>

EDUCATION

DOCTORATE OF BUSINESS

(Pursuing)

XYZ College, UK

MASTER OF BUSINESS ADMINISTRATION

2006

University of ABC, London

BACHELOR OF SCIENCE

1989

University of XYZ, Georgia

SKILLS

- Projects Management
 - Artificial Intelligence
 - Stake holders Management
 - Business Expectations Management
 - Requirements Prioritization.
 - Risks & Issues Management
 - Design Thinking
 - Innovation
 - Agile and Waterfall delivery
 - Tactical & Strategic Planning
 - Budget Forecasting & Management
 - Problem Solving
- Cross-functional teams building and management