



NAVA SHEELAN MANI
Digital Marketing Mentor (Lead Mentor)
eduCLaaS Global Pte. Ltd.

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Experience

19 years of total experience

April 2021 - Present
(1 year 3 months)

Digital Marketing Mentor (Lead Mentor)

eduCLaaS Global Pte. Ltd. | Lithan | Singapore

Industry Higher Education
Specialization Digital Marketing/Digital Business/Marketing

Job Purpose

My job responsibility primarily is to lead a digital business program as a mentor (SME) and help create skilled digital marketers for the industry. My expertise covers Digital Marketing Strategy, Google Ads, Social Media Marketing, SEO, Content Marketing, Marketing Analytics, Omnichannel Marketing, Agile, UI/UX, and other related skills. I am responsible for the outcomes of 30-35 learners at a time; overseeing their development and conducting 1:1 mentorship sessions. I've trained staff and other trainers; helped create efficient workflows and supported hiring, onboarding, and development of resources. I also collaborate with a cross-functional, regionally diverse team of techs, administrative staff, and SMEs.

Courses:

Applied Degree in Digital Business specializing in Digital Marketing, Higher Diploma in DB, Diploma in DB(Pearson, UK), Agile Leadership & Management

Countries:

Singapore, Malaysia, Philippines, Myanmar, India, Sri Lanka, Indonesia, Vietnam, etc

Universities/Colleges:

Lithan Singapore, Lithan Uni College Myanmar, UTM SPACE, Wawasan Open University(WOU), Philippines Women's College, Baliuag University, JISC – Southern Campus, G.D. Goenka University, Jagannath University, University, Sage University(Bhopal), Sage University(Indore), etc.

Jun 2020 - Oct 2020
(5 months)

Senior Manager, Digital Marketing/Digital (Group Marketing)

IHH Healthcare Berhad (Parkway Pantai) | Kuala Lumpur, Malaysia

Industry Healthcare / Medical
Specialization Digital Marketing/Digital Innovation
Role Business Development
Position Level Senior Manager

Job purpose

To focus on leveraging search engine optimization (SEO), search engine marketing (SEM), and content marketing to drive support of all digital initiatives to raise awareness and promote the Hospital's brands and products.

Key Accountability

1. To focus on leveraging **search engine optimization (SEO)**, **search engine marketing (SEM)**, and **content marketing** to drive and support all digital initiatives to raise awareness and

- promote the hospital brands and products (**Pantai & Gleneagles Hospitals**).
2. **Manage and oversee the team's delivery of team/function goals** to drive execution against goals set.
 3. **Drive team/agency** on website functional enhancements, requirements gathering and updates, and troubleshoot errors when necessary.
 4. Work with **internal teams** and external vendors to ensure technical infrastructure is robust for optimal website performance.
 5. Work with internal and external vendors to refresh or curate for SEO and content marketing.
 6. **Manage external vendors** for search engine marketing and digital advertising, including setting and driving key performance indicators for demand generation.
 7. **Monitor and evaluate hospitals' digital performance**, website analytics, leads, and conversion on a daily/weekly/ monthly basis to reach annual targets.
 8. Analyse, present, and articulate **report outcomes, and solutions** clearly and compellingly to **stakeholders**.
 9. **Lead digital initiatives** and collaborate on campaigns/programs with **Group and Local Marketing**.
 10. Monitor digital media trends and analyze data for continuous improvements, enhancement, and brand engagement.
 11. Align and synergize digital best practices with internal teams.
 12. **Update/ formulate policies and procedures** to meet the present work requirements of the department.
 13. Manage **budget and monitor ROI**.

Projects/Achievements:

1. Improved **8 hospitals' Google rating to a 4.0 or above & positive reviews** out of 15 hospitals within 6 weeks. Engaged cross-department working team (COE) to improve service level.
2. Provided **Training on Google My Business (GMB) & its effectiveness in Local SEO Ranking** to hospitals Sales & Marketing team and Service Excellence Team.
3. **Malaysia's 1st Digital Pink Ribbon** (Turn Up the Pink in October) gained over 5000+ #hashtags (#PantaiStrongerTogether & #GlenaglesWarriors) to raise **breast cancer awareness**. Submitted for **Malaysia Books of Records**.
4. Submitted detailed **Digital Strategy & Plans** for the year 2021 (Strategic Framework, Digital Roadmap, FY21 Plans, Calendar, FY 21 Budget, Key Performance Indicators)
5. **Approval of website user journey Improvement** plan including UI, UX & User touchpoints changes (6 Points Recommendation) by stakeholders.
6. Budget **approval of RM1.9 million** for the first-of-its-kind **hybrid model of Intelligent AI Chatbot (NLP) & Live Chat Agent** (Centralized Call Centre) to **improve TAT** across 15 hospitals.
7. Introduced a systematic and inclusive approach to improve **web user journey and touchpoints** for Pantai & Gleneagles website
8. Introduced **SMARTER KPI** Goal setting for Group Marketing Team
9. Proposed a new reporting dashboard for stakeholders.
10. E-Health Telemedicine (eHealthChat & eHealthConsult)

Feb 2019 - May 2020
(1 year 4 months)

Digital Marketing Director

ASIANIT WORLDWIDE SDN BHD | Kuala Lumpur, Malaysia

Industry	Consulting (IT, Science, Engineering & Technical)
Specialization	Digital Marketing
Role	Business Development
Position Level	Senior Manager

Job Purpose

-Build, plan and implement the overall digital marketing strategy

- Stay up to date with the latest technology and best practices
- Organize and lead the digital marketing team

Key Accountability:

- 1) **Grow Digital Acquisition & Revenue:** Direct responsibility for driving traffic, conversion, and ROI for all digital acquisition channels, including paid search, natural search/SEO, affiliate, display advertising (remarketing, programmatic, addressable media, direct-buys), comparison shopping engines and marketplaces, and some social media.
- 2) **Manage Agency Performance:** Supervise external agency relationships for key channels including paid search, natural search/SEO, affiliates, display advertising (remarketing, programmatic, addressable media, direct-buys), comparison shopping engines, and marketplaces; provide strategic direction, help prioritize tactics to improve performance, and ensure accountability for quality execution.
- 3) **Oversee Budgeting, Forecasting & Reporting:** Manage annual budgeting process, as well as monthly/weekly/daily forecasting and reporting at channel level for traffic, revenue, spend, ROI, and other performance KPIs.
- 4) **Drive Continuous Optimization:** Seek optimization and growth through a continuous cadence of A/B and multivariate testing, customer segmentation, creative partnership, landing page optimization, and more.
- 5) **Drive Digital Innovation:** Serve as internal digital marketing thought leader; helping to identify digital marketing trends, new technologies, evolving best practices, competitor activity, and learning opportunities that help drive the business.
- 6) **Support Omnichannel & CRM Strategies:** Support digital strategies to drive brand growth from an omnichannel strategy including geo-targeting to boost store traffic, cross-channel purchasing, and other omnichannel customer segmentation opportunities.
- 7) **Develop Acquisition Campaigns & Partnerships:** In partnership with brand marketing, eCommerce, and CRM teams, identify and lead large-scale, multi-channel, 360 acquisition campaigns.

Achievements:

- 1) **Increased** company **Q3 & Q4** revenue by **30% & 35%** respectively compared to the previous year.
- 2) Scoured 3 big clients from the Northern region including one of the leading property developers in Penang. **Reduced their “closing rate” by almost 70%** by bringing in more leads through the online channels.
- 3) Successfully launched a cafe from an idea. Worked on ID, **go-to-market plan, 360 online & offline marketing, branding, CRM, logo design, wall drawing, menu design, food delivery, e-wallets, house blend specialty coffee, QR code promo &**, etc.

Jun 2014 - Feb 2019
(4 years 9 months)

Digital Brand Marketing Consultant

ASIANIT WORLDWIDE SDN BHD | Kuala Lumpur, Malaysia

Industry	Consulting (IT, Science, Engineering & Technical)
Specialization	Digital Marketing
Role	Business Development
Position Level	Senior Manager

Digital Marketing & Brand Management:

- 1) **Use of Google Analytics 360 & AdWords Account to perform data analysis**(eg: traffic, funnel analysis, social referral, trend change, user behaviours' & flow on each page, increase conversion, ad optimization, increase CTR & QS, reduce CPA, add negative keywords, new keywords, keyword bidding adjustment, enhanced keywords bidding(EPC) using multi-dimension data.
- 2) **Content marketing creation** via implementing blog posts, content writing, newsletters, YouTube videos, display advertising campaign, remarketing, performance marketing through affiliates & making landing pages with media team of clients.

3) **Manage Google & Fb Campaigns:**

- Use of various tools to manage and work with campaigns. Eg: Google Editor, Bing Ads Editor, Wordstream, Marine, Aquisio, Optmyzr, Adstage, Ten Scores, Answer The Public, iSpionage & others

- **Use of social media tools for brand management:** eg: Brand24, Instapage to perform: social media analytics, best day/time/type of content to post.

4) **Engaged Social media influencers or Key Opinion Leaders (KOL)** to increase brand awareness

5) **Utilize Sentimental Analysis** for commercial applications such as marketing analysis, public relations, product reviews, net promoter scoring, product feedback, and customer service.

IT consulting:

1) Collaborate with programmers and web designers to **develop in house projects** & for clients

2) Build a framework and work function of the website including UI & backend

3) Handle server migration, SSL certificates(GeoTrust, Rapid SSL, Comodo) installation with programmers

4) Advise plugins (chat functions, payment gateway, Twitter, Whatsapp, FB messenger, etc)

5) Basics of c panel, DNS management, email servers, security, email blast/**CRM** (Mailgun, MailChimp, Hubspot, and others)

Strategic Business Development projects/Achievements:

Project 1: Online home tuition portal (www.tuitionprovider.com)

1) Developed from scratch an online home tuition portal with a **Unique Matching System**.

2) **Increased no of tutors by 1328% from 70 to 1000 tutors** around Malaysia within 6 months through **SEM** (Google Ads using both PPC campaign and **network campaign**. As of May 2019, there are about 5K plus tutors and still growing at 70% to 80% per year.

3) **Increased the number of requests coming through organic search (42.9%)** by implementing SEO & backlinks for certain important keywords.

4) Increased the number of likes to 4.8K and post reach to over 1K/per post & had 20K YouTube video views.

5) Implemented **JomPay** and first-ever SME agency with JomPay biller code(Biller code 9134) to ease the payment by parents and to create trust on online payment as it is used by a large corporation such as TNB, Maxis &, etc.

6) Featured in the Bernama web channel to create awareness.

https://www.youtube.com/watch?v=Sw7bA1_SYuo&feature=youtu.be

Project 2: Online Travel Agency Portal

1) Managed the development of an Online Travel Agency (OTA) for a third-party vendor for both the back end and the front end.

2) Partnered with a Spanish company (Hotelbeds, One of the largest Bedbank in the world), Mondial travel insurance, Hotel GDS, Channel Managers & catchthatbus as a plugin.

3) Partnered with PayPal as a premium merchant, ipay88, and e-GHL as payment gateway providers.

4) Lead 5 programmers, 2 Web designers & 2 project managers in Chennai including 3 support teams in Coimbatore.

Others:

5) Marketing Campaign with e-Wallet companies, email marketing, customer DB management, budgeting, evaluating important metrics, identifying latest trends & technologies used, best practices & more.

Feb 2011 - Mar 2014
(3 years 2 months)

IT Consultant/Co-Founder (Tech Company)

TRAVEL TREEZ SDN BHD & REVENUE TREEZ SDN BHD | Kuala Lumpur, Malaysia

Industry	Online Travel / Tourism
Specialization	Digital Marketing
Role	Brand Management
Position Level	Manager

IT consulting/Job scopes

- 1) **Plan and implement a digital marketing strategy** for clients including utilizing Search Engine Marketing (SEM) i.e., Google AdWords & Yahoo, Social Media Marketing, E-Mail Marketing & Content creation
- 2) **Utilize Search Engine Optimization (SEO)**
- 3) Assist clients in **market research, and competitor analysis** & suggest improvements to clients to increase brand presence.
- 4) **Lead IT project development team** which comprises of 3 programmers.
- 5) Coordinate among various project teams and work with project developers
- 6) Ensure costs, time scales and standards meet target KPIs
- 7) **Present to management team and clients** on project progress and propose/implement improvements and reporting/evaluation for all projects.

SEM(Search Engine Marketing)

- 1) Assumed **responsibility for 40 hotels websites** at a time and implemented successful PPC campaigns via Google My Client(MCC) account while working closely with clients' PR, Marketing Team & E-Commerce Managers
- 2) **Generated revenue of approx. RM 8 million** to the hotels within a year.
- 3) Manage paid campaign budgets of above RM25k/month
- 4) **Reduced CPA (cost per acquisition) by 70% and increase their revenue via the official site to a min. of 50% to 300% in a month** compared to their previous managers.

Achievements/Success Projects:

Project 1: Glory Beach Resort

- 1) Glory Beach Resort was only doing conventional marketing & **was on losses for 14 years.**
- 2) Managed to turn around their business using online presence via affiliating them with major OTA's (Online Travel Agencies) i.e. Agoda, Booking.com, Expedia, Fastbooking, last-minute travel, Asia travel, and by converting users of their own website. They made their first-quarter profit in a year while increasing their brand reputation in TripAdvisor and other social media.
- 3) Revamp their website with improved design and easier website navigation and UI(User interface)
- 4) SEO was done to improve their google and yahoo ranking for bringing 5 main keywords to the first-page search within 6 months using the white hat backlink technique.
- 5) Room rates and promotion was made competitive with their competitor
- 6) Report customer reviews and feedback for quality improvement
- 7) Convinced clients to do major renovations on their facilities/rooms.

Results: Brand presence in hotels in PD increased and their booking increased almost by 1500% while room occupancy(RO) increased from a mere 20% to 60% with an ARR of RM150

Project 2: Development of IBE (Internet Booking Engine)

- 1) Lead programmers and developers in Malaysia & India(Coimbatore) to develop an Internet Booking Engine(IBE) backend and front end(User Interface) of a hotel booking engine.
- 2) This engine connects over 200 hotels across Malaysia, Indonesia & Vietnam with a single management system for each hotel with multi-tier access and user.
- 3) This program also allows each hotel to choose a template & colour theme to customize its website and manage its content without the assistance of IT personnel (CMS or Content Management System). Each hotel allows guests to book rooms on their own websites.
- 4) Managed 5 marketing team members & area manager.

Some list of hotels managed:

- 1) Legend Water Chalet, Legend Hotel KL & Kuantan
- 2) Prince Hotel & Residence (Implemented on cross-selling of other services & products when customer books a room)
- 3) Frenz Hotel KL
- 4) G Hotel Penang (Implemented on selling their Wi-Fi room level)
- 5) Sari Pacifica
- 6) Evergreen Laurel
- 7) Lone Pine Hotel
- 8) Grand Seasons
- 9) Swiss-Garden Beach Resort etc

Feb 2009 - Jan 2011
(2 years)

Business Development Consultant

INTI International College Malaysia (Laureate Int Uni) | Selangor, Malaysia

Industry	Education
Specialization	Digital Marketing
Role	Brand Management
Position Level	Manager

- 1) Plan & implemented **conventional marketing activities** to acquire students and generate leads by doing seminars, talks, and offline marketing throughout Malaysia.
- 2) Plan & implemented **social media marketing** (Facebook, Twitter, YouTube, Blogging, Google Search & Network) to generate brand awareness and develop leads which increased the **leads generation by over 450% during semester intakes**. This also reduced the CPA enormously.
- 3) Improved **brand awareness by almost 18%** within 6 months.
- 4) Developed **blue ocean strategy** to conventional marketing activities by bringing in students from various schools for a day trip and leading 5 team members comprises of various faculty to generate out-of-the-box activities(eg: hot ice, brain memory technique, psychology assessment)
- 5) Introduced "slack app" which allows file sharing, real-time messaging, and fast search as a means of group communication which enables the team to be updated on progress
- 6) Worked with the entire marketing team, marketing VP & faculty deans to increase sales through various talks at schools around the state of Selangor, Kuala Lumpur, Perak & Pahang.
- 7) Took part in **education roadshows**(Star Education Fair, Facon Education Fair &, etc)

Digital Marketing:

- 1) Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- 2) **Identify trends and insights**, and optimize spend and performance based on the insights
- 3) Brainstorm new and **creative growth strategies**
- 4) Plan, execute, and measure experiments and conversion tests
- 5) Collaborate with internal teams to create landing pages and optimize the user experience
- 6) Guided IT team to evaluate end-to-end customer experience across multiple channels and customer touchpoints.
- 7) Worked within annual promotional budgets, produced the online newsletter, and monitored and analysed digital content.
- 8) Instrument conversion points and optimize user funnels
- 9) Collaborate with agencies and other vendor partners
- 10) Developed internal sales process for all digital media sales
- 11) Created various metrics-focused post-mortems
- 12) Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

Others:

Lecturing - A Levels (**Cambridge International Examinations**), Diploma & Foundation Students

Head of Staff Development (Deans Office, Science Faculty)

Feb 2007 - Dec 2008
(1 year 11 months)

Operations Manager

Guide n Success Training | Kuala Lumpur, Malaysia

Industry	Education
Specialization	Training & Development
Role	Training & Development
Position Level	Junior Executive

- 1) Training
- 2) Tuition Classes
- 3) Seminars: Gave talks/seminars around Kuala Lumpur & Selangor at over 150 schools and conducted more than 5 major SPM seminars at University Malaya Auditorium within a very short period with a min of 250 attendees in each session.
- 4) Offline advertising (Brochures, Banners, magazines, Sports &, etc)
- 5) Manage daily operations (Time Table, Cash flow, Collections, Notes, Salaries, PnL &, etc)
- 6) Managed 2 Admin Staffs, 15 tutors, and over 300 students.

Mar 2003 - Nov 2006
(3 years 9 months)

Tutor

Universiti Malaya (University of Malaya) | Kuala Lumpur, Malaysia

Industry	Education
Specialization	Education
Role	Researcher
Position Level	Fresh / Entry Level

Researcher & Tutor

- 1) Developed portable TLD (Thermo Luminescence Reader) using PWM and Eye Sensor Photo Diode, probably the first of its kind in the world.
- 2) Tutored Autoware programming to graduating teachers
- 3) Research presented at MINT (Malaysian Institute of Nuclear Technology)

Education

2002

University of Malaya (UM)

Bachelor's Degree in Physics(Hons) | Malaysia

Skills

Advanced	Entrepreneurship, Google Ads, Google Analytics, Search Engine Optimization, Critical Thinking Skills, Digital Marketing, Communication, Business Development
Intermediate	IT Management, E-Commerce

Languages

Proficiency level: 0 - Poor, 10 - Excellent

Language	Spoken	Written
English (Primary)	9	9
Bahasa Malaysia	8	8

Additional Info

Expected Salary MYR 15,000
Preferred Work Location Kuala Lumpur, Penang, Putrajaya/Cyberjaya

Summary:

Vast Experience in IT, Online Travel, Education & Digital Marketing/Branding & Healthcare
Specialty: Innovative & Intelligent Approach to Solve IT/Non-IT Related Problems
Education: BSc Hons (UM) in Computational Physics & Electronics

Certifications:

Advanced Google Analytics (Google Analytics Academy)
Blockchain For Business Certificate (Ministry of Human Resources)
Marketing on Facebook (LinkedIn)
Agile at Work, Planning with Agile User Stories (LinkedIn)
Agile Development Practices (LinkedIn)
Certified Analytics Professional (CAP), Cert Prep (LinkedIn)
Digital Transformation Series, Application Landscape (Dell)
Connecting Global Commerce, PayPal (ASEAN SME Academy)
Creating & Maintaining Social Enterprises (U.S Mission to ASEAN)
Strategies for Personal Growth and Development (U.S Mission to ASEAN)

Expertise :

Planning & Executing Digital marketing strategy for the company.
Devising strategies to drive online traffic to the company website.
Tracking conversation rates and making improvements to the website.

Highlighted Achievements

- One of the first few selected Malaysians to join Google APAC training in Singapore in the year 2012 to get insights on Google's search engine and its working module.
- Entrepreneur mindset in generating brand strategies to ensure return on investment (ROI) is achieved.
- Accustomed to working in fast-paced business environments and an ever-changing ecosystem.
- Creative professional with a strong determination to perform great work and well-developed critical thinking skills.
- Good understanding of complex information and requirements and ability to converse in simple terms for non-IT background people to understand
- Utilizing a range of techniques including paid search, SEO, and PPC (Google, Yahoo, Bing & Others)
- Managing online branding and product campaigns to raise brand awareness.
- Responsibility for planning and budgetary control of all digital/offline marketing.
- Evaluating customer research, market conditions, and competitor data.
- Review new technologies and keep the company at the forefront of developments in digital marketing.
- IT knowledge combined with a good head for business (Bridging Business Requirement with Software Developers)
- Speaking to management team/clients to find out what they want and to advise them objectively on where IT might make a difference to the business