

DEEPESH ARJUNAN

Marketing Manager · Digital, CRM, Brand & Retail

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PROFILE

Results-driven **marketing manager** with **12+ years** across Qatar, Saudi Arabia, the UAE and India, including roles as **Head of Marketing** and **Head of Digital Marketing**. I plan and lead integrated marketing that grows sales and loyalty: brand and launch campaigns, retail activations and events, performance marketing, CRM and loyalty programmes, social media and content. I manage budgets for return, work with sales, e-commerce and retail teams, and use automation and AI to move faster. Proven results include **+20% store sales**, **20% subscription growth**, **+5% ROAS**, **+27K followers** and a **grand store opening** in Saudi Arabia.

CORE SKILLS

Marketing strategy & planning
Annual and seasonal plans, positioning, go-to-market, budget planning and ROI, market research
▲ Dieture Ramadan 2025: cost per subscriber **QAR 1,082 → 197**, weekly ROAS **5.1 → 23.6**

Performance marketing
Google Ads, Meta, Snapchat, TikTok; budget planning, ROAS and CRO optimisation
▲ Doha Oasis, June 2023: **1.89M reached** and **25M+ impressions**; **+5% ROAS** at Dieture

Social media & content
Strategy, content calendars, community and influencers; Adobe Creative Cloud for final assets
▲ **+27K followers** and a verified account; Slam Dunk reel reached **463K people**

Analytics & reporting
GA4, Google Tag Manager, dashboards, campaign and sales reporting, A/B testing
▲ Traced Dieture's Ramadan cost spike to 4 causes; Buy 3 Get 1 drove **53% of Jan 2025 sales**

Brand, launches & events
Store openings, retail activations, ATL/BTL and OOH campaigns, events, partnerships, influencers
▲ Printemps Doha opening, **up to 3,000 visitors** on the day; Omarieden opening on time + **5 events** in 2026

CRM, loyalty & retention
Loyalty programmes, segmentation, lifecycle journeys; MoEngage, Odoo, Mailchimp, WhatsApp Business
▲ **+20% store sales** at Omarieden over Ramadan & winter vs the previous month

Digital, SEO & e-commerce
SEO and AI search, WordPress, Shopify; website projects and a move to Shopify
▲ **Highest Doha Quest sales** during Eid Al Fitr 2023 from social & SEM

Leadership & collaboration
Leading the marketing function, working with sales, e-commerce, retail and tech teams, partners and vendors
▲ Brought all Dieture campaigns **in-house** from the agency; **20% subscription growth**

EXPERIENCE

Digital & CRM Manager
Nov 2025 – Present

YSS Hospitality – Omarieden · Al Khobar, Saudi Arabia

- Lead digital marketing and CRM for the brand across **6 retail categories** (Women, Men, Kids, Jewellery, Travel, Home): website, social, WhatsApp, CRM and paid media; supported the **move to Shopify**.
- Planned and executed the **grand opening (Feb 2026)**: digital campaigns, social media, event promotion and customer communications; plus seasonal campaigns (Ramadan, winter, Saudi National Day), retail activations and events with RSVP and QR check-in.
- Built and fully integrated **MoEngage CRM** from scratch: segmentation, event tracking, triggers, automated journeys and lifecycle marketing: 5 automated journeys (welcome, abandoned cart, post-purchase, birthday, win-back); win-back re-engaged 12% of lapsed customers.
- Implemented **Yellow.ai (AI conversational platform) with WhatsApp Cloud API**, automating marketing and customer-support workflows; launched a **WhatsApp shopping bot** for browsing and buying in chat, handling 60% of routine queries automatically.
- Ran full-funnel campaigns on **Meta, Google, Instagram, Snapchat and TikTok**, from awareness to conversion and retargeting; managed a SAR 20K brand-awareness budget and optimised e-commerce and retail campaigns for ROAS.

> Result: **+20% store sales** during Ramadan & winter vs the previous month, from social, WhatsApp and CRM campaigns · grand opening delivered on time · **5 experiential events** in 2026 (fashion, kids, wellness).

Head of Marketing
2024 – 2025

Dieture Kitchen · Doha, Qatar

- Led a data-driven strategy for acquisition, retention, awareness and revenue across **performance, SEO, social and email**.
- Planned and optimised ad budgets for ROAS; set up **CRM and automation** to lift engagement and retention.
- Managed partnerships, influencer collaborations and brand positioning; guided the agency (DViO) until Aug 2024, then brought all campaigns in-house.
- **Ramadan 2025:** when cost per subscriber jumped from QAR 329 to 1,082, found the causes and worked with the sales and app teams to fix them.
- **Retention & win-back:** automated renewal reminders and win-back messages, recovering 15% of expired subscribers; a call script offering the Ramadan plan instead of a pause kept 1 in 4 pausing customers.
- **Jan–Apr 2025 vs 2024:** renewals **+32%**, subscriptions **+24%**, ROAS **10.7 → 11.5**; Ramadan subscribers **+20%**; April 2025 ROAS **17.2**.

> Result: **20% growth in subscriptions** · **ROAS improved by 5%** · Ramadan 2025: **CAC QAR 1,082 → 197**, **weekly ROAS 5.1 → 23.6** · Buy 3 Get 1 offer drove **53% of January 2025 sales**.

Digital Marketing Manager
2022 – 2024

Doha Oasis / Printemps Doha · Doha, Qatar

- Ran integrated campaigns across **SEO, SEM/PPC, CRM and social media**, with ongoing optimisation of search and paid campaigns.
- **Printemps Doha grand opening (Mar 2023):** OOH campaign with the agency, the opening social campaign and personalised invitations to guests and influencers.
- **Doha Quest Slam Dunk Show (Eid Al Adha 2023):** planned and ran the campaign end to end to maximise reach and ticket bookings.
- Implemented a **WhatsApp Business chatbot** answering 50% of visitor questions automatically and led the **loyalty programme and CRM** rollout.

> Result: **+27K social followers** and a **verified account** by Dec 2023 · highest Doha Quest sales during Eid Al Fitr 2023 from social and SEM · Printemps opening with **up to 3,000 visitors** · Slam Dunk reel reached **463K people**.

Head of Digital Marketing
2019 – 2022

Gulf Times Newspaper · Doha, Qatar

- Led digital marketing and client acquisition across digital and print.
- Owned **keyword strategy and website analysis** to grow organic visibility; social media strategy, performance reporting and market research.
- Grew organic website traffic by 35% and won new digital advertising clients.

Social Media Specialist
2017 – 2019

Osool Media · Doha, Qatar

- **On-page and off-page SEO** and backlink strategies; Google Ads Search & Display campaigns.
- Budget planning and ROI optimisation across Facebook, Instagram and Twitter.

EARLIER ROLES – WEB DEVELOPMENT & DIGITAL (2014 – 2017)

- **Digital Marketing Specialist**, Burstfly Solutions, Kochi (2016–17) · **Web Developer**, SouqTop.com, Dubai (2016): WordPress, e-commerce and SEO, Google Analytics, Google Ads, social media, newsletters and email.
- **Jr. Web Developer**, Burstfly Solutions (2015–16) · **Software Engineer**, Kenprimo Technosolutions, Kochi (2014–15): responsive websites in WordPress, HTML, CSS and PHP; SEO and retargeting support.

MARKETING TECHNOLOGY I BUILT WITH AI TOOLS

YSS Operating System – Omarieden – company dashboard for complete business analysis and task management, with an AI audit that drafts department reports, saving about 6 hours of manual reporting a week.

Business platforms – laundry management SaaS live at The London Wash (POS, loyalty club, WhatsApp bot, campaigns and automations), plus dental and Ayurveda clinic systems and several websites.

EDUCATION

Bachelor of Engineering – Computer Science & Engineering
Anna University · Namakkal, India

LANGUAGES

English – Fluent · **Malayalam** – Native
Tamil – Fluent · **Hindi** – Intermediate