



# DR. VADAN VALA

## BRAND MANAGEMENT EXPERT

- **DATE OF BIRTH:** Dec 1993
- **NATIONALITY:** Indian
- **STATUS:** Single
- **LANGUAGES:** Gujarati • Hindi • English

## PERSONAL PROFILE

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- Extremely motivated to constantly develop my skills and grow professionally. Confident in my ability to come up with interesting ideas for unforgettable marketing campaigns.
- Experienced Marketing Strategist with a demonstrated history of working in the e-learning industry and distribution channel. Having Teaching experience in prestigious institutes and Corporate field experience in GCC Market. Having involvement in the Brand Development of Government Organisations, NPO, MNCs, and Startups across the world by providing values. Strong business development professional graduated from B.K. School Of Business Management. Skilled in Search Engine Optimization (SEO), Film Direction, Market Research, Marketing Strategy, and Digital Marketing.

## CONTACT

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-  +91 9408777220
-  www.vadanvala.com

## WORK EXPERIENCE

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### Founder

#### KnowledgeBuzzZ

MAY 2020 - PRESENT

- Responsible for the foundation of idea and vision for spreading free education awareness through online platform KnowledgeBuzzZ
- Responsible for the establishment of an Online Platform for KnowledgeBuzzZ by developing the website and Social Media Platforms.
- Responsible for the maintenance of a website with important updates.
- Responsible for brand awareness of KnowledgeBuzzZ among students.
- Responsible for the effectiveness of SEO to increase SERP Rank.
- Responsible for creation and maintenance of Youtube Channel.
- Responsible for the creation of categories like FlashBuzzZ, Courses, Webinars, etc.
- Responsible for Organic Email Marketing Campaigns.
- Responsible for the creation of unique features like Knowledge on Demand and Automated Internship Training Program.
- Responsible for social media marketing through organic posts by using graphic design open source tools.
- Responsible for the meme marketing campaign in collaboration with The Great Life of 90's Kid Meme Page.
- Responsible for idea creations to promote the brand organically.
- Responsible for the effectiveness of link building in an organic way.
- Responsible for creation of free certification course without investment
- Responsible for customer engagement procedure.

## AREAS OF EXPERTISE

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- Advertisement
- Brand Development
- Digital Education
- Digital Marketing
- Film Making
- Graphic Design
- Market Research
- Product Management
- Strategy Planning
- Team Management
- Video Editing
- Website Development

## SOFTWARE

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- Adobe Premiere Pro
- Adobe Spark
- Canva
- Gmail
- Google Ads
- Google Analytics
- Google Cloud
- Google Sheet
- IBM SPSS
- Jamovi
- Mailchimp
- Microsoft Excel
- Microsoft Word
- Microsoft Powerpoint
- Microsoft Power BI
- Microsoft Outlook
- Prezi
- Wix

## PERSONAL SKILLS

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- Adaptability
- Creative Thinking
- Management
- Multitasking
- Problem Solving
- Project Management

## WORK EXPERIENCE

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### **Brand Strategy Advisor** **Stat Modeller, Vadodara**

MAY 2022 - PRESENT

- Responsible for the review procedure of a website and solving the issues.
- Responsible for partial consultation in social media marketing, e-mail Marketing, and graphic design for the posts.
- Responsible for idea creation to promote the brand organically.
- Responsible for the effectiveness of link-building organically.
- Responsible for customer engagement procedure.
- Responsible for the meme marketing campaign in collaboration with The Great Life of 90's Kid Meme Page.
- Responsible for the design of the brand values for the new initiative with brand positioning strategy.

### **Digital Marketeer**

#### **Freelance**

NOV 2019 - PRESENT

- Responsible for successful completion of Short Time Freelancing Projects based on Social Media Marketing, Graphic Design, Paid Ads, SEO Consultation, Virtual Events Coordination for HRDC, Gujarat University, Social Media Influencers, and Startups across the world.

### **Online Marketing Consultant**

#### **ISTD, Ahmedabad**

SEP 2019 - JUNE 2023

- Responsible for the establishment of an Online Platform for the ISTD Ahmedabad Chapter by developing the portal for the ISTD Ahmedabad Chapter with the purchase of a suitable domain name.
- Responsible for the maintenance of a website with important updates.
- Responsible for social media marketing, e-mail Marketing, and graphic design of brochures for online marketing.
- Responsible for effectiveness of SEO to increase SERP Rank.

### **Teaching Assistant**

#### **SWAYAM MHRD, Ahmedabad**

JAN 2020 - DEC 2022

- Responsible for handling the Online SWAYAM Portal for MOOC Courses like Organisational Behavior, Corporate Finance, Entrepreneurship Development, and Fundamentals of Legal Aspects of Business.
- Responsible for Announcements, Course Management, Quiz Creation, Final Exam Creation, and Student engagement.

## COURSERA GUIDED PROJECTS

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- Build a Mobile app on Glide
- Build a Professional Resume using Canva
- Create Resume and Cover Letter with Google Docs
- Project Management : Creating the WBS
- Agile Projects: Developing Tasks with Taiga
- Analyze Website Visitors with Google Analytics Segments
- Analyzing Market Attractiveness using Creately
- BMC and Start-up Funding for Early Stage Start ups
- Brand Marketing and SEO Tools using Wix
- Building Custom Regional Reports with Google Analytics
- Building Digital Media using Graphic Design in Google Slides
- Building a Business Presence with Facebook Marketing
- Create a Business Marketing Brand Kit Using Canva
- Google Ads for Beginners
- Introduction to CRM with HubSpot
- Introduction to Google Docs
- Marketing Design with Easil
- Product Development: Customer Journey Mapping with Miro
- Use Canva to create Social Media Marketing Designs
- Use Mailchimp to Build an E-mail Marketing Campaign
- Use Wordpress to create Blog for your Business
- User Experience Design - Creating User Profiles

## WORK EXPERIENCE

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### **Organic Marketing Consultant**

#### **Jurix Global, Dubai**

JUNE 2021 - MAY 2022

- Responsible for the review procedure of a website.
- Responsible for social media marketing, e-mail Marketing, and graphic design for the posts.
- Responsible for idea creations to promote the brand in an organic way.
- Responsible for the effectiveness of link building in an organic way.
- Responsible for customer engagement procedure.

### **Guest Speaker**

#### **B. K. School of Business Management, Ahmedabad**

APRIL 2021

- Have been invited as a guest speaker for conducting an Online Webinar on The topic named “ Blog, Brand & Business: A Journey of Bloggers “.
- In the webinar, Contents were covered such as Important Factors for Making Blog, Practical Session on Making of Blog and Connect to Domain, Google Analytics, and Google AdSense.

### **Brand Management Intern**

#### **MedTourEasy, Delhi**

OCT 2020 - NOV 2020

- Developed a Report explaining the value proposition offered by the telemedicine platform with a Value proposition canvas.
- Developed Market Research Report on Telemedicine as an Industry.
- Developed Industry Analysis Report on Growth & Trends.
- Developed Strategy for the company.

### **Returning Officer**

#### **ISTD, Ahmedabad**

JULY 2020 - SEP 2020

- Responsible for maintaining decorum in the election activities.
- Responsible for controlling the election cycle from invitation procedure to the announcement procedure of winner members.
- Responsible for maintaining the rules and regulations in the election procedure.

## FACULTY DEVELOPMENT PROGRAMS

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- **ASBM University**
  - Data Analysis using SPSS & AMOS
- **NMIMS, Indore**
  - Using Smart PLS for Structural Equation Modeling
- **Shri Jairambhai Patel Institute**
  - Questionnaire Design and Basic Data Analysis
- **Edge India Publishing Pvt Ltd.**
  - Advanced Research Methods and Quantitative Data Analysis using SPSS
- **S.R.K.R. Engineering College**
  - An Academic Perspective on Research
- **University of Science and Technology Meghalaya**
  - Crafting Qualitative Research
- **Sardar Patel University**
  - Statistical Computing Through R

## PUBLICATIONS

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- **Articles in Peer Reviewed Journal**
  - THE ROLE OF DIGITALISATION IN LENDING PROCEDURE: DIGITAL LENDING VS TRADITIONAL LENDING
  - ASSESSING THE AWARENESS OF DIGITAL EDUCATIONAL PLATFORMS AMONG STUDENTS OF GUJARAT UNIVERSITY: A STUDY ON THE ADVANTAGES AND DISADVANTAGES
- **Articles as Chapters in Books**
  - THE ROLE OF DIGITAL EDUCATION IN YOUTH DEVELOPMENT IN CURRENT SCENARIO
  - DIGITAL MARKETING: PRESENT PERSPECTIVE OF INDIA
  - EFFECTIVENESS OF STRATEGIC HUMAN RESOURCE MANAGEMENT IN ORGANIZATIONS AT GUJARAT
  - THE ROLE OF DIGITALIZATION IN BUILDING HUMAN EXCELLENCE IN CURRENT SCENARIO
  - ROLE OF BLOCKCHAIN TECHNOLOGY IN MODERN DIGITAL MARKETING

## WORK EXPERIENCE

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### Visiting Faculty

#### **B. K. School of Business Management, Ahmedabad**

DEC 2019 - MAR 2020

- Topics Covered during lectures for MBA and Post Graduate Students:
  - Construction of Project Title :
    - Importance of Mind Mapping and Brainstorming
    - Importance of Keywords in the making of Project Title
    - Tools for finding out the relevance of Project Titles
    - Word Cloud Creation procedure and Practical session on The Tool
  - Development of Professional Resume :
    - Importance of Resume
    - Key components of Resume
    - Tools of Resume making
    - Practical session of Resume making
  - Google Forms & Quiz :
    - Practical Session on Making of Google Forms
    - Practical Session on Making of Quiz using Google Forms
  - Google Site Creation :
    - Practical Session on Making of Website using Google Sites
    - Basic features of Google Drive
- Have mentored MBA Students for Summer Internship Projects and Post Graduate Students for Final Research Projects.
- Have managed online and offline level conclaves and conferences with the help of MBA students for Gujarat University.
- Have developed an automated form to record MBA students' daily activity during a summer internship.
- Have trained technical tactics to the IT team of MBA Students.
- Have trained graphic design skills for the creative team of MBA students.
- Have checked and reviewed the exam sheets of MBA students.

## SHORT COURSES

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- **Udemy :**
  - Youtube SEO Course
  - Best Techniques to Drive Traffic to Your Website
  - Next Level LinkedIn Marketing
  - Futuristic Digital Marketing Course : Student Edition
  - SEO Link Building
  - LinkedIn 2020 : Business and Marketing
  - Microsoft Word Lessons
  - The Internet of Things: 2020 Trends and The Future
- **WICCI :**
  - CSR Project Cycle Management
- **Satyajit Ray Film & Television Institute :**
  - Application of Sound in Film and Television
- **Stat Modeller :**
  - Create Interactive Dashboard using MS Excel
  - Business Analytics using MS Power BI

## CERTIFICATIONS

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- **Google Academy**
  - Digital Sales Certification
  - Google Ads Search Certification
  - Google Ads Display Certification
  - Google Ads Fundamentals
  - Google Ads Mobile Certification
  - Google Ads Video Certification
  - Google Analytics Individual Qualification
  - Shopping ads Certification

## WORK EXPERIENCE

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### **Digital Marketing Intern**

#### **Bombay School of Advertising, Mumbai**

JUNE 2019 - AUGUST 2019

- Responsible for managing key accounts.
- Worked with team to brainstorm new and innovative growth strategies.
- Responsible to develop and monitor google ad campaigns as per the client's budget.
- Developed the Website and activation with Search engine optimization.

### **Product Executive**

#### **Sands International, Dubai**

AUGUST 2017 - JUNE 2018

- Responsible for KENT RO Water Purifier brand in UAE, Bahrain, Oman, Qatar, and KSA.
- Responsible for Accessories brands like Nova, Genius, Toshiba, Strontium, Promate, I-mego, Rivacase, Sandberg, etc. in Kuwait, Qatar, Bahrain, Oman, KSA, and UAE.
- Responsible for activating distribution of the brand in different channels such as modern retail, online retail, Independent Dealers, and door-to-door sales.
- Procurement and order management by using tools like OPSI.
- Application of marketing strategies for brand awareness and maximizing sales.
- Responsible for managing relationships with Vendors and customers (trade partners).
- Responsible for handling export and import of products by dealing with the logistics team.
- Responsible for motivating and training to sales team including promoters and merchandisers to increase sales.
- Offering promotions to increase sales.
- Responsible for providing marketing and sales tools to the sales team.
- Responsible for providing knowledge and training to the sales team about the products.

### **Marketing Intern**

#### **TDI International India (P) Limited, Mumbai**

JUNE 2017 - AUGUST 2016

- Responsible for Data Mining procedures throughout the market visit for lead generations for Alibaba Premium Packages.
- Responsible for cold calling to fix meetings for selling Alibaba Premium Packages.
- Responsible for database creation of B2B audience for Alibaba.

## PROGRAM MANAGEMENT

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- Programme Coordinator  
International Marketing Conclave, GU
- Programme Coordinator  
International Entrepreneurship Conclave, GU
- Moderator  
ISTD Saturday Webinar Series
- Programme Coordinator - IT  
International Youth Summit, GU
- Programme Coordinator - IT  
National Conclave, ISTD Western Region
- Committee Member  
National Youth Summit, GU

## SHORT MOVIE PROJECTS

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- **Deja Vu - A Love Story**
  - Director
  - Script Writer
  - Story and Concept
  - Editor
- **What will you choose?**
  - Director
  - Script Writer
  - Story and Concept
  - Co-Editor

## REFERENCES

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- **Ms. Vanaja Sarojini**  
Chief Legal Officer  
Jurix Global,  
UAE  
+971 544870999
- **Mr. Hiren Kakkad**  
Founder  
Stat Modeller,  
India  
+91 9898233268

## ACADEMIC CREDENTIALS

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### Doctor of Philosophy - PhD

**B. K. School of Business Management, GU**

2019 - 2023

### Post Graduate in Digital Marketing and Branding NIIT

2018-2019

### Masters in Business Administration (M.B.A.)

**B. K. School of Business Management, GU**

2015-2017

### Bachelors in Engineering (B.E.)

**Hasmukh Goswami College of Engineering, GTU**

2011-2015

## CERTIFICATION PROGRAM

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- Online :
  - **Sustainable Fashion**  
COPENHAGEN BUSINESS SCHOOL
  - **Introduction to Social Media Marketing**  
COMMONWEALTH OF LEARNING
  - **Psychological First Aid**  
JOHN HOPKINS UNIVERSITY
  - **Analyzing and Visualizing Data in Looker**  
GOOGLE CLOUD
  - **Brand Management: Aligning Business, Brand and Behaviour**  
LONDON BUSINESS SCHOOL
  - **How to write and Publish a Scientific Paper**  
ÉCOLE POLYTECHNIQUE
  - **Project : Writing a Research Paper**  
UCI : DIVISION OF CONTINUING EDUCATION
  - **The Strategy of Content Marketing**  
UNIVERSITY OF CALIFORNIA, DAVIS
  - **Understanding Research Methods**  
UNIVERSITY OF LONDON
  - **Introduction to Search Engine Optimization**  
UNIVERSITY OF CALIFORNIA, DAVIS
  - **Introduction to Social Media Marketing**  
META
  - **Entrepreneurship Development Programme**  
THE CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT
  - **Introduction to Marketing : Tools to Set Enterprises Apart**  
UNIVERSITY OF EDINBURGH BUSINESS SCHOOL
- Offline :
  - **Film Production and Management Certification**  
AHMEDABAD MANAGEMENT ASSOCIATION