



# DEV CHAND

DIGITAL MARKETER | MARKETING MANAGER

7 TUSSOCK AVENUE, MANGERE, AUCKLAND |  
DEVNEELCHAND@GMAIL.COM

## PROFILE

I'm a proven digital media and marketing professional. I've started and scaled my own e-commerce brand globally, worked with /for enterprise brands, worked for agencies and helped businesses grow through consulting before spearheading the national marketing for a global QSR brand. Through my unique experience I've learnt to solve complex problems that drives tangible results, create opportunities, build brand equity, analyse data, generate extraordinary ROI, stimulate organic growth and bring innovative creative ideas to achieve business objectives.

## SKILLS

### Technical Skills

Facebook Ads, Google Search and Display Ads (certified), Snapchat Ads, LinkedIn, Google Analytics, Google Datastudio, CRM management, SEO, CMS - Shopify, Magento, Wordpress, Mail-chimp, Active Campaign, Klaviyo, Google Suite, Customer Journey Mapping, Microsoft Office Suite, Photoshop, Lightroom, Copywriting, Digital Media Buying and Plan, Budget Management, Business Planning, P&L, Forecasting

## CHARACTER REFERENCES

### Adam Muirson

Country Head  
Zomato Media  
Cell: 029-772-5294

### Saneet Patel

Franchise Partner | Owner  
Zambrero NZ  
Cell: 021-079-2246

## CAREER SUMMARY

### Zambrero New Zealand

National Marketing Manager | Digital Marketing Manager | July 2017 to present

- Overall brand, GTM strategy, campaign & creative direction
- NPD planning, activation and implementation
- Managing PR strategy, influencers, agencies and content contractors
- Managing national budgets, P&L with GM (General Manager)
- Oversee and provide direction for all restaurants marketing
- Digital Marketing strategy, implementation & management
- Franchise Partner support

### Digital Chapter Media

Digital Marketing Consulting | March 2017 to present

- Pitching
- Digital strategy for SME's
- Digital media buying - Facebook and Google
- Account management
- Customer journey mapping/ Sales funnels
- Email marketing
- Consulting
- Managing media buyers and sales contractors
- Ad Copywriting
- P&L management

## EDUCATION

### University of Auckland

Bachelor of Arts

- Politics and International Relations
- Management



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## CAREER SUMMARY

### McCready Bale Media (MBM)

Campaign Manager | October 2016 to March 2017

- Digital media buying & implementation
- Campaign strategy
- Managing external media partners - NZME, TradeMe, Fairfax
- Working with multiple internal teams to ensure deliverability of campaigns

### Zomato Media

Digital Account Manager | September 2015 to February 2016

- Managed a portfolio of 40+ clients
- Negotiating and client retention
- B2B business development
- Worked with multiple internal business units to ensure client campaigns were tracking well
- Developed wider social media strategy for clients

### De Contemp Clothing

Founder | May 2014 - December 2018

- GTM strategy
- Business strategy
- P&L and budget forecasting
- Project management
- Digital marketing strategy & implementation
- E-commerce management
- Overall campaign management
- Supply chain management