

Mr Anand G Devaiah
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Passionate and innovative digital and event marketing creative with an ability to think outside the box and deliver to client and customer needs in a timely manner. Able to communicate to a wide audience effectively and manage workload efficiently.

Employment History

Digital Marketing Consultant, Freelance, London

Aug 2020 – Present

www.anandgdevaiah.com

Role: Solving digital marketing challenges for independent businesses.

Achievements:

- Worked closely with MD from Albion & East on paid social campaigns to understand their audience better and help streamline their digital strategy.
- Worked with the Marketing team at Dirty Bones to design, develop and launch their USA customer facing website and developed core design skills in CSS.
- Designed and developed a vacation rental listings website for a client in Cyprus.
- Edited and produced a series of promotional videos in various formats for The Other Art Fair.

Digital Marketing Manager, East London Pub Co, London

Aug 2019 – Aug 2020

www.eastlondonpubco.com

Role: Led the digital marketing strategy for a central London pub start up supporting 3 new venues.

Achievements:

- Led the design and development of a brand-new corporate website and three brand-new venue websites for the business, increasing booking enquiries by 16% with an average of £45,000 worth of enquiries per month.
- Improved data collection methods and grew the database by 41%.
- Managed all email marketing campaigns internally and externally for the business.
- Implemented a new digital reporting solution that tracks channels, enquiry value and size per month to support the overall business sales targets.
- Oversaw all ticketing and events for the venues via online channels.
- Managed the responses for all online review platforms (TripAdvisor, DMN & Google).
- Managed the advertising of all three venues via Facebook Business Manager & Google Ads.
- Led & implemented all website updates and SEO.
- Supported the Marketing team in content creation for Social Media working closely with Graphic Designer and Social Media Executive.

Digital Marketing Manager, Novus Leisure, London

Jan 2018 – Aug 2019

www.novusbars.com

Role: Implemented digital strategies that audited, promoted and supported 13 venues in London and across the United Kingdom.

Achievements:

- Managed and supported the central digital marketing and paid social strategy across the business & oversaw the local marketing for all 13 venues.
- Managed and audited the 'Live Chat' booking system across 13 websites, increasing sales within venues by 40% from converting traffic from website to bookings.
- Led & implemented a GDPR Compliant data capture app into the business and delivered training across 13 venues.
- Managed and audited all venue websites, social media advertising & digital strategy.
- Implemented a new email campaign and SMS system for Novus Leisure.
- Managed the central CRM system.
- Oversaw the PPC, SEO, Website Management & Channel Conversion of all venues and brands.

