HABY JOSEPH

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PROFESSIONAL SUMMARY

Performance Marketing Leader | 15+ Years Exp | Currently exploring new opportunities, Ready to start immediately.
Results-oriented Digital Marketing Head with 15 years scaling paid social and search campaigns for Fortune 500 brands including Dell and IBM, delivering 185% revenue growth through strategic audience targeting and creative optimization. Expert in full-funnel paid media across Meta Ads, Google Ads, and YouTube, consistently achieving targeted ROAS while reducing CPA through data-driven decision-making and cross-functional collaboration. Certified in Google Digital Marketing & SEO Expert, Performance Marketing, and emerging AI technologies, with proven leadership in building high-performing teams that execute under pressure and exceed revenue targets.

WORK EXPERIENCE

Marketing Manager – Avensys Consulting *December 2022 – September 2025 | Singapore*

- Led comprehensive digital transformation marketing strategy aligned with business objectives, resulting in 78% increase in brand awareness and 42% growth in enterprise client acquisition over 18 months.
- Closely collaborating with sales, product, and executive teams to align marketing initiatives with revenue goals, increase in sales pipeline generation and shortened sales cycle.New responsibility
- Spearheaded comprehensive social media strategy while leading cross-functional teams, delivering end-to-end campaign management that scaled organic reach

Digital Transformation [Fully Remote Job] – Sysfore Technologies *December 2019 – December 2022 | Bengaluru*

- Closely Work with teams to develop and implement the digital marketing and social media strategy to meet defined business goals.New responsibility ▪ Create and manage a content calendar for the timely dissemination of content and Plan and execute social media campaigns and implementations. ▪ Digital newsletter to engage with the existing customers and connect with the new leads. ▪ Technical Blogs, Content writing and Micro Video strategy. ▪ Working with the Agency / Associates / Digital Marketing teams. ▪ Closely observing the latest digital trends, tactics and new technologies available in the industry and suggest implementation.

Digital Marketing Strategist – Aitek Pte Ltd. *September 2013 – December 2016 | Singapore*

- Oversee the efficiency of digital campaigns through various metrics, and leveraging on best practices, various data sources and the inputs from various stakeholders.New Responsibility

Social Intelligence Lead – IBM India Ltd. *September 2011 – July 2013 | Bengaluru*

- Led an 8-member team of associates, the role involved strategizing, planning and managing integrated marketing programs for generating business across relevant target groups as well as analyzing marketing trends & tracking competitors' activities.New Responsibility

Web Analyst / Social Media Community Professional – Dell Inc. *February 2006 – September 2011 | Bengaluru*

- Overseeing the day to day management of all Dell social media platforms, including Facebook, Twitter, Google+, LinkedIn New Responsibility This includes curating content, interacting and engaging with customers via digital channels and evaluating the impact of social media activity. Managing global web content for products and services of the organization. ▪ Working with cross-regional translators, marketing managers, business units, developers and agencies to create and syndicate online content for various product strategy launches.

EDUCATION

Manipal University – Bengaluru - KA *September 2006*

MBA - Information Technology

18 month executive MBA program | Specialized in Information Technology, Marketing , PR communictions.

CERTIFICATIONS

Generative AI Mastermind – Growth School *January 2025*

Vibecoding: From Idea to App – Airtribe *September 2025*

SKILLS

Google Digital Marketing Certified, Marketing Automation, Generative AI, Prompt Engineering, SEO Expert, Landing Page Optimization, Brand Positioning, Stakeholder Communication, Cross-Functional Collaboration, Meta / Google Ads, Competitive Analysis, Web Optimize, Digital Campaigns, Budget Management, Agency Management, Content Strategy, Performance Data, Growth hacks