YOHAN HARSHA ALUTHWALA

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A creative multimedia specialist with over 10 years' experience in multiple large-scale projects with project management skills. Level headed and rational approach to problem solving combined with a passion for innovation has led to a portfolio of impressive website solutions. Technical competency along with industry trend awareness means that each project is undertaken with the most up-to-date and relevant programming foundations avalable.

CORE SKILLS

- Extensive Knowledge on UI/UX and prototyping.
- Extensive Knowledge of PHP, CSS, JS, MySQL.
- Extensive Knowledge of Photoshop, Illustrator, Premiere pro, After Effects.
- Extensive knowledge of IBM Watson Campaign Automation, Braze Customer Engagement Platform.
- Experience on Amazon AWS products.
- Experience on AIMIA loyalty platform.
- Working knowledge on Salesforce CRM tool.
- Experience with object-oriented software development methodologies.
- Manage and work with region and international teams and clients.

PROJECTS INVOLVED

- Maintain MUSE Loyalty program multichannel communication. (www.experience-muse.com/en-ae) (Design and Develop email/in-app and landing pages)
- Al Meera loyalty website development. (www.almeeraloyalty.com) (UI/UX designer and frontend developer)
- Magrabi loyalty website development. (UI/UX designer and frontend developer)
- Emaar loyalty website development. (UI/UX designer and frontend developer)
- Air Miles website (www.airmilesme.com) Loyalty program where members can redeem loyalty points for products and/or services (Designer and ongoing CMS Admin.)
- My rewards points website. (www.myreardspoints.com) Loyalty program was that member can redeem for products using loyalty points (Designer and Development support)
- Air Miles Travel shop. Portal where users can book flights, hotels, and cars using their loyalty points. (UI Designer)
- BAJ Travel shop. Online travel portal where the user can book flights, hotels, and cars using their loyalty points. (UI Designer)
- Flynas loyalty website development. (UI/UX Designer and developer)
- Air Arabia loyalty website development. (UI/UX Designer and developer)

PROFESSIONAL EXPERIENCE

CHALHOUB (C G R FZE) — UAE

CRM Marketer (MUSE Loyalty Program), May 2020 – Up to now

As a CRM Marketer I'm responsible for development, execution, and continuous refinement of multi-channel Consumer Relations and the development of programs and roadmaps for digital marketing campaigns for MUSE loyalty program.

Duties:

- Create content for multi-communication channels for MUSE related to customers and milestones and in line with the Customer Journey.
- Implement CRM campaign management tools inclusive of email service provider integration, frontend integration, and CRM integration with the internal IT department, third-party eCommerce providers, and email service providers.
- Ensure a 360 alignment between the social media, e-commerce, retail, and triggered communication strategies to seamlessly engage with audiences across all channels.
- Segment database to ensure relevance to customers and drive continuous optimization of on-site product recommendations, cross-selling, and merchandising opportunities based on segmentation models and desired actions.
- Develop, execute, and track the efficiency of A/B testing campaigns to provide recommendations on how to optimize MUSE communication.
- Deliver creative design concepts using various software packages including Adobe Illustrator, InDesign, Photoshop, After Effects, Dreamweaver and Animate CC.
- Design and develop microsites/landing pages using HTML, CSS, Ajax and Java Script.
- Identify new trends in digital marketing, evaluate new tools, and ensure Tanagra is at the forefront of industry developments, particularly developments in mobile marketing.
- Extract adhoc reports when client's needed.

AIMIA MIDDLE EAST — UAE

Program Executive, 2019 – May 2020

As a Programme executive I'm responsible for the configuration, operational set up and maintenance of the Aimia Loyalty Platforms, being core member of the Global Solution Centre (GSC). Working with the Client Services team/Technology Engagement Manager, Core Product and Engineering team, and sometimes other IT service vendors to ensure the operational execution of the program from initial set up to ongoing configuration of Aimia Loyalty platforms, executing campaigns and promotions, extracting adhoc data or reports and supporting regular batch files processing/monitoring.

Duties:

- Owning the client's programs and execute client requirements delivery against the statement of work.
- Supporting the definition of implementation and operational processes and help to improve the services offered.
- Coordinating and, set up and quality assurance for customer loyalty promotions and campaigns as defined by clients, account teams or strategy/design resources.
- Understand client's requirements and translate to program requirements to loyalty platform implementations including configuration.
- Understand and maintain the branding identity strategy for programs.
- Design, create and produce presentations, social media and special projects for
  marketing, communications, recruitment and special events using sound, video and other multimedia tools.

- Database segmentation for marketing campaigns and final checkup on content and brand guidelines.
- Create member journeys according to the client's requirements.
- Maintain configuration and solution documents.
- Coordinate with Client Services to understand and produce best outcome.
- Extract adhoc reports when client's needed.

AIMIA MIDDLE EAST — UAE

<u>Digital Executive</u>, 2017 – 2019

Key team member who responsible for all creative works, working with regional resources and our partners delivering a service to meet our client's contractual obligations and the region's business needs. Working closely with partners and peers within the client's support structure as well as other members of the Clients Operations to ensure that support delivered meets client expectations in terms of quality, timing and cost.

Duties:

- Outlining and presenting specifications for the new digital project and create UI/UX.
- Routine maintenance and updates on the airmiles.com website across three countries myrewardspoints.com (four countries) and Rotana rewards websites.
- Setup Facebook and Google remarketing campaigns.
- Internal and external Campaign Web application development.
- Collaboratively create, develop and maintain the creative vision of Air Miles me using photography and videography.
- Developed a survey application with an admin panel where it can create new surveys and stores customer survey information.
- Design, plan, produce and maintain social media to effectively provide analytics to assist with future ads and campaigns.
- Setting up new servers on the Amazon cloud with SES
- Setting up segments, DB and email campaigns (transact and ad hoc) on IBM Watson campaign (SilverPop).
- Manage email marketing campaigns and direct promotional activity to customers online.
- Build effective member journeys with marketing and account team and build web pages and email templates accordingly.
- Collaboratively manage multimedia assets on social media sites, such as YouTube, Snapchat, Google and Facebook.
- Development of secure microsites/applications in PHP with mysql databases.
- Review website insights and make the changes where it needs

AIMIA MIDDLE EAST — UAE

<u>Digital Assistant</u>, 2014 – 2017

Duties:

- To assist in designing, implementing and documenting journeys across several digital channels.
- Design and development of HTML newsletters and e-statements.
- Liaising closely with the client at the design stage.
- Ensure that the graphics used in the website do not cause inordinate delays in the speed of page loading.
- Design with standards compliant code with emphasis on browser compatibility, accessibility, and search engine optimization.

- Responsible for Google Analytics and AdWords.

WORKERBEE (PVT) LTD (USA BASED) — SRI LANKA

Web Designer, 2008 – 2014

Duties:

- Responsible for the visual design and HTML/CSS templates for the new web site in accordance with client's requests.
- Provide effective and functional web designs to customers that meet their specific business/personal needs.
- Planning, design, and implementation of complete websites.
- Designed Company Logos / Icons / Visiting Cards and Printing materials that are in-line with the new web site created by me.
- Design, create and produce 3D modals as per customer requirements.
- Develop interactive flash only websites with databases.
- Worked directly with customers to establish project scope, interaction guidelines, and project timelines.
- Responsible for quality assurance of finished websites including the validation of links.
- Worked closely with the programming team to ensure technical feasibility and correct design implementation.
- Develop flash presentation, interactive flash games, and apps.
- Mentoring and guiding interns and junior team members.
- Mostly used tools are Adobe CS, and Sound Booth.

EDUCATION

UNIVERCITY OF SRI JAYEWARDENEPURA, SRI LANKA
Bachelor of Computer Science