

# DAVID JOHN JONES

+917667801900 | dj0233746@gmail.com | LinkedIn | Age: 27 | Nationality: Indian | Visa Status: UAE Visit Visa (Available for Immediate Relocation)

---

## PROFESSIONAL SUMMARY

Results-driven Digital Marketing professional with 4+ years of experience in digital media, social engagement, and administrative coordination. MSc in Digital Marketing from Nottingham Trent University (UK). Proven track record of increasing engagement by 35%, improving campaign performance, and managing multi-platform digital strategies. Skilled in Google Ads, social media growth, analytics, and content strategy. Seeking a Digital Marketing Executive role in the UAE.

---

## CORE COMPETENCIES

Digital Marketing Strategy | Social Media Marketing | Google Ads | DV360 | Content Creation | Campaign Optimization | Performance Analytics | Brand Positioning | Lead Generation | PPC | Microsoft Office Suite | Content Strategy

---

## PROFESSIONAL EXPERIENCE

### DEPARTMENT OF WORK AND PENSION - CMS - Leicester, UK (UK Government)

May 2024 - Feb 2026

#### Deputy team leader and Administrative Case Officer

The Department of Work and Pensions is a UK Government ministerial department responsible for welfare, pensions, and child maintenance policy. Reporting to the Senior Team Leader, I managed administrative operations within the Child Maintenance Service (CMS) unit.

Main Responsibilities:

- Managed 25–30 client interactions weekly, resolving complex service and documentation cases.
- Processed digital records, compliance documentation, and financial adjustments.
- Drafted professional communications aligned with strict regulatory standards.
- Utilised data analysis to ensure accuracy in financial processing and case management.

My Main Achievements:

- Improved user adoption rates by actively promoting digital self-service platforms to clients.
- Maintained 100% accuracy in financial records through rigorous data verification processes.

### Sisodia Estates – Leicester, UK

Feb 2024 - April 2024

#### Digital Marketing & Administrative Executive

Sisodia Estates is a real estate firm specialising in residential property management and sales in the Leicester area. Reporting to the Agency Director, I coordinated marketing and administrative functions.

Main Responsibilities:

- Managed company social media platforms, including Facebook, Instagram, and Google Business.
- Coordinated client appointments and maintained CRM records for prospective buyers and tenants.
- Assisted in property valuation documentation and cost estimation.

My Main Achievements:

- Increased local engagement and brand visibility through the creation of property-focused multimedia content.

Streamlined office efficiency by digitising property records and client communication workflows.

### Sun News (Sun TV) – Chennai, India

Sep 2019 - Aug 2022

#### Digital Content & Broadcast Editor

Sun News is a leading 24/7 Tamil news channel and part of the Sun TV Network, one of Asia's largest media conglomerates. Reporting to the Digital Content Manager, I collaborated with production and marketing teams.

Main Responsibilities:

- Edited and delivered live digital broadcast content for 24/7 news operations.
- Managed short-form video campaigns and digital publishing schedules across platforms.
- Developed targeted content strategies to align with breaking news cycles.

Main Responsibilities:

- Edited and delivered live digital broadcast content for 24/7 news operations.
  - Managed short-form video campaigns and digital publishing schedules across platforms.
  - Developed targeted content strategies to align with breaking news cycles.
- 

## FREELANCE WORKS

- Content Creator & Web Developer
  - Saracens Restaurant (UK): Increased local engagement by 30% via short-form video marketing.
  - MD Rajan & Co / New Creation Assembly Church: Designed SEO-optimised, mobile-responsive websites and increased video engagement by 25%.
  - The Multiverse Sports: Developed sports-focused content campaigns and engagement strategies.
-

## EDUCATION

MSc in Digital Marketing (2:1) – Nottingham Trent University, UK

BSc in Digital Journalism (2:1) – Loyola College, India

Certifications: Google Ads & Analytics, DV360, SEO for Social Media, Google Ad Manager

---

## CERTIFICATIONS

- Google Ads & Analytics
  - DV360 Certification
  - Conversion Rate Optimisation
  - SEO for Social Media
  - Google Ad Manager (Skillshop)
- 

## TECHNICAL SKILLS

Google Ads | Google Analytics | DV360 | SEO Tools | Adobe Premiere Pro | DaVinci Resolve | Photoshop | Illustrator | CRM Systems | Microsoft Office

---

## OTHER INFORMATION

- Languages: English (Fluent), Tamil (Native) & Malayalam (Native)
- Holding an Indian driving licence