


Hamza Saifuddin Chhatrisa

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Summary

What's the point of running a digital marketing agency if it's not setting one's career in a perpetual vector for growth. DAB of India's founding partner & COO Hamza Chhatrisa cannot endorse it enough. Hamza is an industrious alumnus of Rizvi Institute of Management Studies & Research, an esteemed institution in the Mumbai University circles. He graduated with a Master's degree in Management Studies and soon curated a unique, impressive mix of industry experience in digital marketing.

These facts about Hamza's enduring career trajectory may seem too specific. However, his career journey is proof that facts & beliefs together create an unmatched career dynamic, difficult to overthrow come what may. Hamza has always believed in investing his time, energy & capital in the future rather than in the stock market. This, he comments is, "the futuristic way of building brands, businesses, and a better world, at large."

Before he co-founded DAB of India, which was relatively earlier in his life than most bootstrapped entrepreneurs, he has already tasted incredible success as a digital marketing expert. During his tenure on the other side of the desk in the cabin, he worked with brands like Lodha Group, Rustomjee Life Spaces, Dosti Realty, VIBGYOR Group of Schools, Donna Italia, the list will go on. He says that the experience of working as an employee in marketing agencies paved his way towards an elevated understanding of the nitty-gritties of agency life he can never unlearn. This learning has been of superior significance to his style of creative & performance-based strategy development and even partnership-building. Hamza's colleagues, co-workers, & teams express admiration towards his approaches in unison, approaches that empower businesses.

Hamza's journey exemplifies one thing most ostensively, his unstoppable zeal for setting in motion the domino of futuristic marketing solutions for small & big businesses. He has hosted a number of curated workshops and delivered lectures at renowned business schools such as K.L.E Society's College of Business Administration, Lingaraj College Karnataka, & more.

His enthusiasm in paying forward his knowledge must certainly be most beneficial to those working with him. A part of his role at DAB of India involves nurturing cross-functional teams and creating a thoroughly inspired community that delivers enhanced results, a mark that differentiates the work rolled out by his team at DAB.

Hamza's life is an interesting mix of his Bombaiya roots cultured into Pune's growth dynamic.

Experience

Co-Founder & COO

DAB OF INDIA

Jun 2019 - Present (2 years +)

Collaboration & communication is the glue that holds the company together. I'm in the process of building the most operationally sound digital marketing agency backed up by a team of positive-minded, highly motivated individuals who are always bursting forth with ideas.



Chief Manager - SMM

Jan 2019 - Nov 2019 (11 months)



Digital Marketing Strategist

I Knowledge Factory (IKF)

Nov 2017 - Jan 2019 (1 year 3 months)



Social Media Marketing Specialist

IMZ Media Solutions Pvt Ltd

Jan 2015 - Nov 2017 (2 years 11 months)



Business Development

Construction World Magazine

Aug 2013 - Dec 2014 (1 year 5 months)



Digital Marketing Trainee

Waaree Group

May 2012 - Aug 2012 (4 months)

- 1) Revamping the website of Waaree Energies.
- 2) Digital Marketing strategies
- 3) Social Media Marketing
- 4) Making Corporate presentations
- 5) Content Writing
- 6) Publishing blogs
- 7) Video marketing

Education



Rizvi Institute Of Management Studies and Research

Master of Management Studies (MMS), Marketing/Marketing Management, General
2015 - 2017



The Digital Marketing Training Institute - DMTI

Advanced Digital Marketing Diploma, Digital Communication and Media/Multimedia
2017 - 2017

In depth learning of

- 1) SEO
- 2) SMM & SMO
- 3) Google ADWORDS (PPC)
- 4) Google Analytics
- 5) Mobile Marketing
- 6) Affiliate Marketing , Google Adsense
- 7) E-MAIL Marketing
- 8) ORM- Online Reputation Management
- 9) Google Webmaster Tools

- 10) Digital Marketing Strategies
- 11) Infographics Content Marketing
- 12) Hash tag Viral Marketing
- 13) List Building Techniques
- 14) Creating a Blog
- 15) Whatsapp Digital Marketing
- 16) Live Streaming
- 17) Lead Generation for Business



Indian Merchants' Chamber

Advanced Certificate in Foreign Trade, Export Import Management
2014 - 2014



Sydenham College of Commerce and Economics

Bachelor of Management Studies, Marketing
2011 - 2014

Licenses & Certifications



Advanced Certificate In Foreign Trade. - Indian Merchants' Chamber

Issued Sep 2013 - Expires Dec 2013



Google Adwords - Google

Issued Mar 2017 - Expires Mar 2018
5462176181



Content Marketing - Honors Distinction - HubSpot Academy

Issued Jul 2017 - Expires Sep 2019



Twitter Agency Flight School - Certified - Twitter

Skills

Digital Marketing • Social Media Marketing • Content Marketing • Content Strategy • Microsoft PowerPoint • Content Writing • Google Analytics • Google Adwords • Search Engine Optimization (SEO) • Search Engine Marketing (SEM)