


SANFIE D'SOUZA

 +44 7494646404

 contact@sanfiedsouza.co.uk

SUMMARY

Experienced professional with 11 years of marketing and project management experience, now transitioning into IT, focusing on cloud computing and product management. Leveraging extensive experience in strategic planning, data-driven decision-making, and cross-functional collaboration to deliver technology-driven solutions.

TECHNICAL SKILLS

- **Basic computer activities:** installing and troubleshooting systems and applications, CPU architecture, installing and troubleshooting - RAM, Firmware, Motherboard, PSU, SSDs, Expansion cards, Display technologies, Cabling, DHCP, Active directories.
 - **Networking** – Wireless networking, Server, Cloud computing, LANs, Network card troubleshooting, Hubs, Switches, Firewall, troubleshooting internet connections.
 - **Virtualization** – Creating virtual machines, cloud based applications.
 - **Portable device Management** – Laptop, mobile, Printers and multifunction devices.
 - **Programming Languages** – C++, HTML, XML, Visual basics, SQL.
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TRAINING


- **CompTIA A+ - Core 1**
 - **AWS Certified Cloud Practitioner CLF-C02**
 - **Data Analytics** – Udemy Course
 - **ERP Demystified** – Enterprise Resource Planning and Related Technologies
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EDUCATION

Masters of Business Administration (M.B.A.) – Information Systems
Edith Cowan University | Bangalore, India

Bachelors of Computer Application (B.C.A.)
Goa University | Goa, India

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RELEVANT EXPERIENCE

Co-founder

GoaPages, UK | January 2023 – Present


- Co-Founder of GoaPages.com, overseeing website development, design, and feature integration for a platform highlighting Goa's culture, businesses, and events. Led business growth through partnerships, digital marketing, and SEO, while managing daily operations, financial planning, and product innovation to scale the platform's reach.
- **Strategic Leadership:** Developed and implemented IT-driven strategies for platform scalability, user engagement, and technological growth.
- **Website Creation & Development:** Led end-to-end website development, selecting the best CMS (e.g., WordPress) solutions. Optimized front-end and back-end for performance, integrated features like directories, user accounts, and social media, and implemented SEO best practices.
- **Business Development:** Identified and secured strategic partnerships, leveraging technology for monetization and business growth.
- **Product Development:** Continuously enhanced platform features, improve user experience, and ensure seamless functionality.
- **Marketing & Brand Building:** Utilized digital marketing and SEO tools to drive user acquisition, increase traffic, and improve platform visibility.
- **Operations Management:** Managed day-to-day IT operations, overseeing development timelines, technical team coordination, and performance metrics.
- **Financial Planning:** Assisted in budget management, secured technical funding, and optimized revenue through ads and digital solutions.
- **Community Engagement:** Led technical initiatives to build and maintain a strong user community, leveraging online tools and integrations.

Associate Marketing Manager

Oxford University Press, UK | April 2019 – Present

- **Data-Driven Optimization:** Applied advanced data analysis techniques to track, analyze, and optimize marketing strategies, resulting in enhanced campaign performance and customer engagement.
- **Cross-Functional Collaboration:** Worked closely with IT teams and other departments to implement digital marketing tools and platforms, improving overall system integration and user experience.
- **Project Management:** Led multiple projects with a focus on digital transformation, ensuring seamless integration of new technologies and platforms to enhance marketing efforts.

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- **Stakeholder Communication:** Effectively communicated complex data-driven insights and technical reports to stakeholders, facilitating informed decision-making and strategy development.

Marketing and Client Service Manager

Care Direct Middle East, UAE | May 2016 – October 2018

- **Technical Project Oversight:** Managed the technical aspects of marketing campaigns, including the implementation of CRM systems, email marketing tools, and data analytics platforms.
- **Client-Facing IT Solutions:** Liaised with clients to develop and implement technology-driven marketing solutions, including bespoke software for campaign management and tracking.
- **Training and Development:** Trained team members on new digital tools and platforms, ensuring the effective use of technology in achieving marketing goals.

Client Service Executive

Care Direct Middle East, UAE | April 2013 – April 2016

- Assisted in the implementation of IT solutions to enhance customer service and streamline project management processes.

Product Development Executive


Green Chili Marketing | March 2012 – February 2013

- Supported the development and deployment of new technology products aimed at improving marketing operations and customer engagement.
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SKILLS

- **IT & Product Management:** Product Strategy Development, Project Management Systems (Percolate, MS Project Management)
- Google Ads, Google Analytics, Content Management Systems (CMS)
- **Data Analysis:** Advanced data analysis and interpretation for optimizing strategies
- **Project Management:** Strategic Planning, Budgeting, and Resource Allocation
- **Communication & Collaboration:** Cross-functional Team Collaboration, Stakeholder Management
- **Languages:** English, Hindi (French: Beginner)

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CERTIFICATIONS, WORKSHOPS AND SEMINARS

- **People Management Certified** – Singapore Human Resource Institutes (SHRI) Workshop
- **E-Governance Seminar** – Overview of Indian Government's IT initiatives
- **ERP Demystified** – Comprehensive understanding of ERP implementation and business modules

References available upon request.