



SPHERE MEDIA  
TECHNOLOGIES

+230 433 8020  
digital@spheremedia.com  
Royal Road, Gentilly, Moka, Mauritius  
Sphere Media Technologies  
www.spheremedia.mu

Name of Consultant: Ranjana L.D Foogooa

Profession: CEO and Founder of Sphere Media Technologies Co Ltd

Date of Birth: 14<sup>th</sup> February 1978

Nationality: Mauritian + British

Membership in Professional Bodies: Secretary of Association of Communication Agencies of Mauritius (ACA)

### Key Qualifications:

1. CEO and Founder of Sphere Media Technologies Co Ltd (founded in 2012)
2. Sphere Media Technologies Co Ltd is a Digital Marketing Company [www.spheremedia.mu](http://www.spheremedia.mu)
3. We currently manage client portfolios ranging from Real Estate, Hospitality, FMCG, National and Global Brands
  - a. Medine, Cascavelle, Voilà Bagatelle, McDonalds, Ocean Basket Mauritius, Nestlé Mauritius, Fond Solidarité Africain,
4. MQA Approved Trainer in Digital Marketing since 2015 (**Trainer Number: TR10437**)
5. Owns [www.alanoula.com](http://www.alanoula.com) (Online Tour Booking Website)
6. Owns <https://lobje.mu> (Gift Hamper Website)
7. Co-owns [www.spadeals.mu](http://www.spadeals.mu) (Spas and Treatment website)
8. Owns <https://trisik.mu> (local businesses multi-vendor ecommerce platform)

### Education:

2001 – 2002: *Université de Versailles, St Quentin en Yvelines (Paris)*

Course: Masters in Computer and Network Engineering

2001: *Granted French Scholarship (bourse du 3ème cycle) by the French Government*

1997 – 2001: *University of Mauritius*

Course: B.Eng Hons. Computer Science and Engineering

1989 – 1996: *Dr Maurice Curé State Secondary School*

HSC Subjects: Maths, Chemistry, Physics with Biology & General Paper

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## Employment Record:

Job Position	Role Description
<p><b>May 2012 – to date: Sphere Media Technologies Co Ltd</b> Position: CEO and Founder of Company Location: Moka, Mauritius Number of FTE: 11</p>	<p>As the CEO, my objective is to ensure that Sphere Media Technologies delivers profitable growth for businesses through building and implementing innovative, targeted intelligent digital marketing. We devise strong, well-researched strategy to create and maintain a solid and long-term Online Brand Identity and Position for our clients.</p> <p>Our long-term goal is to be the preferred digital marketing partner to businesses for enhanced profitability through Online, Social and Mobile Platforms.</p> <p>We do the following: (www.spheremedia.mu)</p> <ul style="list-style-type: none"><li>- Digital Strategy Definition and Implementation</li><li>- Brand positioning</li><li>- Social Media Optimisation</li><li>- Community Management</li><li>- Data mining and trend analysis for cross-selling and upselling</li><li>- Google Adwords (PPC) &amp; Search Engine Optimisation (SEO)</li><li>- SMS and Email marketing</li><li>- Copywriting, Blogging and Content writing</li><li>- Graphic Design</li><li>- Website Design</li><li>- Intelligent CMS design</li><li>- Loyalty Programs</li><li>- Mobile Apps</li></ul>
<p><b>Dec 2011 – May 2013: Dailydeals Mauritius</b> Position: General Manager (Consultant) Location: Moka, Mauritius Headcount: 3</p>	<p>Online Collective Buying website launched in Dec 2011 Founded by Dayne Levinrad and Gilan Gork (South African entrepreneurs)</p> <p>My responsibilities included contract negotiation, customer support, deal sign off, managing client relationship, Facebook communication and Email Marketing.</p>

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<p><b>Dec 2010 – May 2012: Tradedoubler International</b> Position: International Account Director - Publisher Director Location: London, United Kingdom &amp; Mauritius Headcount: 100 - 150</p>	<ul style="list-style-type: none"><li>- Advise, define and assist Top International Publishers with their EU-wide digital expansion strategy.</li><li>- Work closely with international publishers to promote Key International Clients business across Europe.</li><li>- Implement and drive deal negotiations, identifying cross-border opportunities, client market strategy.</li><li>- Work with LastMinute.com, Dell, Expedia/Hotels.com, Apple, Aer Lingus, Sony, HP to build and incorporate strong cross-border affiliation marketing strategy across EU.</li></ul>
<p><b>Jan 2008 – Dec 2010: Tradedoubler International</b> Position: International Account Director Location: Victoria, London Headcount: 100 - 150</p>	<ul style="list-style-type: none"><li>- In charge of devising, implementing, monitoring major International clients' digital marketing affiliation strategy across Europe.</li><li>- Digital Marketing channels: Paid Search, Search Engine Optimisation (SEO) and Affiliation campaigns.</li><li>- Clients: <b>Apple Inc</b>, iTunes, Kelkoo, Meetic, P&amp;O Ferries, DELL</li><li>- Contract negotiations, budget definition, strategy definition &amp; implementation, identifying online stakeholders and platforms.</li></ul>
<p><b>Jun 2007 – Jan 2008: Tradedoubler International</b> Position: International Paid Search (PPC) Manager Location: Victoria, London Headcount: 100 - 150</p>	<ul style="list-style-type: none"><li>- Ran and managed Apple Inc. Paid Search strategy and budget across 15 EU markets.</li><li>- Devised and implemented Paid Search strategies for Dell, McAfee, P&amp;O Ferries and other strong international brands, via affiliation stakeholders (publishers).</li></ul>
<p><b>Apr 2005 – Jun 2007: Shopping.com, eBay inc.</b> Position: Paid Search Manager UK - EU lead Location: Richmond, London Headcount: app. 100 (includes PayPal employees at the time)</p>	<ul style="list-style-type: none"><li>- Actively and single-handedly managed Paid Search strategies in 4 different markets: France, Germany, UK and Australia.</li><li>- Helped launch Paid Search strategies in the markets.</li><li>- Set-up local teams in each market.</li><li>- Trained, set up and managed local teams in each market.</li><li>- Worked closely with Google, Yahoo, MSN and other search engines.</li><li>- Managed monthly budgets exceeding £4M.</li></ul>

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	<ul style="list-style-type: none"><li>- Data mining, trend analysis and forecasting.</li><li>- Strategy definition, adaptation and relationship management with all stakeholders.</li></ul>
<b>Oct 2002 – Feb 2005: ip-label, France</b> Position: Software Engineer Location: Levallois-Perret, Paris, France	Build IP level "Robots" to gather data, used for performance analysis. Build a reporting interface using Linux and Open Office

### Language Proficiency:

**English:** excellent spoken, written and reading

**French:** excellent spoken, written and reading

**Hindi:** good spoken, fair written and fair reading

**Creole:** excellent spoken, fair written and excellent reading

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