

# Mustafa Hotelwala, MBA, PMP®, PSM 1

Project Manager | Scrum Master | Digital Consultant



Professional Agile Project Manager and Scrum Master with over 9 years of experience in Project Management and Technical Account Management. Successfully implemented projects with budgets up to \$1.2 million across domains like Automobile, E-Learning, FMCG, Retail, Media & Entertainment, Medical, CSR, Banking & Finance, Real Estate, etc.

Adept in successful delivery of digital and IT projects like B2B/B2C websites, E-Commerce websites, Mobile Applications, Technical SEO, Marketing Automation, Integrated Social Campaigns, ERP/CRM implementations and Cloud solutions implementations.

## Areas of Expertise

Project Definition, Planning & Scheduling  
Enterprise Resource Management  
Process Design, Improvement and Compliance  
Documentation (Charter, SOW, Proposal, FSD)  
External Vendor Management  
Technical On-page SEO  
Contract Negotiation  
Project monitoring and reporting  
Budgeting & Estimation  
Requirement gathering & analysis  
Team Building & Coaching  
Managing virtual teams  
Client Management  
Risk management

## Technical Skills

Methodologies/Frameworks	PMP, SCRUM
Project Management Tools	MS Project, Basecamp, JIRA, Clarizen
Defect Management Tools	Bugzilla, Test Track Pro
Design & UX Tools	Photoshop, InVision, MS Visio, Figma, Sketch
IaaS (Cloud)	MS Azure Cloud, Amazon AWS, IBM Cloud, Oracle Cloud, MS Sharepoint
Database	SQL Server, MySQL, MS Access
Database Tools	phpMyAdmin, Adminer
Content Management Systems	WordPress, Drupal, Joomla, Umbraco, Magento, Sitecore, Episerver, Kentico
Technologies/Frameworks	React, HTML5, XML, CSS3, JavaScript, JQuery, PHP, ASP .NET
Mobile App Platforms	Phonegap, React Native, Titanium, Xamarin
Marketing Automation	HubSpot, Mailchimp, Autocampaign, Eloqua
Analytics & SEO	Google Analytics, Moz, SEMrush

## Work Experience

### IT Project Manager – Dubai Retail (Entity of Dubai Holding), Dubai

Dec, 2019 to Present

#### Responsibilities:

Management of IT and Digital transformation initiatives by Dubai Retail & Sarood Hospitality which includes deliverables like digital strategy formulation, documentation, delivery management, innovation consulting and project governance. Managing projects in a range of \$300,000 to \$1.2 million with a team size of 10 – 25 members. Managing the CAPEX and OPEX budgets of the IT department with periodic reporting to the senior management.

Managing the prioritization, delivery and maintenance of complex, multi-faceted and multi-lingual websites utilizing the Sitecore Experience Platform and MS Azure Cloud while liaising with creative and technology partners. Responsible for end-to-end implementation of WiFi Infrastructure, WiFi Analytics and Guest Management system across properties like Souk Madinat Jumeirah, JBR, Bay Avenue and Bay Square.

Instrumental in business process design by formulating SOPs pertaining to access, change, configuration, release/deployment, asset and problem management. Driving the IT roadmap and technology transformation objectives in line with organizational goals resulting in efficient IT systems.

## Senior Project Manager - Crayons Communications, Dubai

Oct, 2014 to Oct, 2019

### Responsibilities:

Responsible for end-to-end execution of complex digital projects across multi-disciplinary teams and geographies with budgets up to \$200,000. Determined the actual cost for implementation and profitability analysis to support strategic decisions pertaining to resource utilization/outsourcing. Maintained the business case, SOW, RFP, project plans and proposals along with offering direction in UX, technical & functional areas to the project team. Assisted the technical team with decisions about use of technology (e-commerce, CMS, Analytics, Marketing automation), and 3rd party integrations assessment (payment solutions, logistic solutions, CRM, POS, PIM, DAM, OMS) and the cloud platform.

Actively involved in pitch presentations, client interaction and engagement activities leading to fruitful long-term business relationships. Instrumental in Vendor Management, Client Communication, Project Negotiations and AMC agreements. Significant contribution in training and motivating teams across verticals along with identifying opportunities for process improvement.

### Clients:

Rivoli Group, NMC Healthcare, Sharaf DG, Babyshop, Club Apparel, iCare Clinics, Paris Sorbonne University, Enchanteur, Yardley, VLCC Middle East, Kaya Skin Care, Marina Home and State Bank of India.

### Projects

www.crayonsglobal.com  
www.aysdevelopers.com  
www.qgardensproperty.com  
www.yardleymen.me  
www.yardleylondon.me  
www.marinahomeinteriors.com  
kayaskinproducts.com  
www.enchanteur.me  
www.icare-clinics.com  
www.globalbajaj.com/iran/  
www.brshetty.com  
www.arthurhardman.com  
www.safiarabia.me  
www.trumaxgroup.com  
www.sbi.co.in/careers

### Lead generation pages

Kaya Skin Clinic, Danube Properties, Zulekha Hospitals and Redington Gulf.

### Campaign Microsites

Rivoli Group - Scuderia Ferrari, Lacoste, Kenneth Cole, Longines and Balmain  
Ajmal Perfumes - Qafiyati KSA

## Senior Associate - Project Manager - Digitas India, Mumbai

Nov, 2011 to Sept, 2014

### Responsibilities:

Managed execution of digital projects across varied industries while maintaining the project metrics and process quality. Effectively delivered projects by early risk identification, incorporating recommendations and timely escalations. Prepared project plans with effective tracking measure to support decision making for the senior management.

Successfully handled stakeholder and management expectations by efficient prioritization, impact assessment and integrated communication plans. Implemented proven project management practices to ensure high quality deliverables within strict timeframes

### Clients:

Tata Motors, Johnson & Johnson, HUL, Zee Learn, Kotak Securities, Sony, Zoya, Zodiac and Columbia Asia Hospitals.

### Projects

www.zeeq.in  
www.elaracapital.com  
Websites for Tata Sumo, Grande, Safari and Xenon.  
Zoya Diamond Boutique Website

### Facebook Applications

Johnson's Baby  
Nicorette  
Stayfree  
Zee Learn  
Sony TV

## Project Executive - Hurix Systems Pvt. Ltd., Mumbai

Feb, 2011 to Oct, 2011

### Responsibilities:

Co-ordinated overall execution of e-learning projects along with resource allocation and utilization. Accountable for efficient management of project metrics, project issue resolution and comprehensive reporting to senior management. Built and maintained healthy relationship with the clients to ensure business retention.

### Clients:

Oxford University Press, Carnegie Learning, Pepco Holding Inc and McGraw Hill.

## Accomplishments



### India Digital Media Awards

Bronze for the Best Use of E-Commerce with Tata Motors - Great Online Shopping Festival website



### Yahoo! Big Idea Chair Awards

Silver for the Best Use of Social Media with Johnson's Baby Bed Time Stories Facebook Application



### Campaign India Digital Media Awards

Bronze for the Best Use of Social Media with Johnson's Baby Your Baby Ad Facebook Application

## Academics & Courses



### Professional Scrum Master (PSM 1)

Scrum.org, 2020



### Project Management Professional (PMP)®

PMI, 2019



### M.B.A - Operations Management

Mumbai University, 2011



### B.Sc - Information Technology

Mumbai University, 2008



### Computer Graphics Certification

Photoshop & CorelDraw - 2005