

PROFILE

With 6 years of specialized experience, I navigate the diverse landscapes of brand management and Integrated marketing. Specializing in client engagement and business expansion, I use storytelling fueled by consumer psychology and data analytics as my cornerstone. As a team leader and strategist, I'm committed to turning visions into quantifiable results—whether it's through ROI-driven campaigns or impactful cross-functional collaborations.

WORK EXPERIENCE

Senior Brand Manager - Beauty Division

Fan Mania (Retail - Fashion and Beauty)

Dubai, UAE  
October 2023 - Present

- Enhanced beauty division's market presence through targeted campaigns and partnerships.
- Spearheaded the development and introduction of new, trend-forward beauty lines.
- Cultivated deep understanding of customer profiles, driving tailored marketing strategies.
- Forged strategic collaborations with key industry players to expand brand reach and influence.
- Crafted and communicated compelling brand narratives, reinforcing brand identity and customer loyalty.

Marketing Consultant (Capstone Project)

IE Business School in partnership with Damm

Madrid, Spain  
April 2023 - July 2023

- Authored strategic roadmap for Estrella Damm's UK market entry.
- Conducted in-depth market analysis for UK positioning.
- Managed proposed marketing campaign budget.
- Designed KPIs for post-launch campaign evaluation.

Assistant Brand Manager

Madi International LLC (Luxury Beauty & Cosmetics Distributor)

Dubai, UAE  
April 2021 - Sep 2022

- Led an outstanding team of 5 marketing professionals, directly contributing to the annual generation of USD 2.5M in revenue.
- Managed the marketing mix for luxury brands, aligning with commercial plans.
- Led omnichannel marketing strategies, focusing on demand generation.
- Amplified client social media engagement by 150% with captivating campaigns.

Account Executive

Team Red Dot (Marketing & Advertising Agency)

Dubai, UAE  
July 2017 - March 2021

- Played a pivotal role in expanding the client base, demonstrating strong business development skills.
- Conceptualized innovative marketing campaigns, spearheading end-to-end execution.
- Assisted in the management and delivery of Industry business-related events, sponsorships, and conferences.
- Skillfully expanded the client base from 3 to 25 in four years, demonstrating prowess in business development and strategic networking.

EDUCATION

Msc in Strategic Marketing & Communication

IE Business School - GPA - 3.86/4

Madrid, Spain  
Oct 2022 - July 2023

- Awarded the Blue Torch accolade; **Dean's List** honoree (Top 10%).
- Social impact **consultancy project in Ghana**, facilitated by UNICEF, designing communication strategies for healthcare.

Bsc in Business Administration

American University of Sharjah - GPA - 3.54/4

Sharjah, UAE  
Sep 2014 - April 2018

- Led Entrepreneurship Society: Facilitated brainstorming, organized workshops, honed self-starter skills
- Supervised marketing initiatives as **vice president** of the Marketing Society through effective teamwork

SKILLS

Brand Management   Marketing Mix   Digital Marketing   Brand Activation & Operations   Brand Partnerships   PR & Event Management

MS-Office Suite   Market Research   Project Management   Creativity   Communication   Leadership   Tenacity   Emotional Intelligence

EXTRACURRICULARS

- Active volunteer for Umm Al Quwain Stray Dog Center, helping in **accelerating rescue dog adoptions** and fostering for the shelter.
- Workshop Leader:** Coached peers in effective communication during Master's, uplifting group presentation scores by 30%.
- Personal Interests: Photography, Tennis, Football, Meditation, Personal Development Books & Podcasts, Guitarist/Vocalist

LANGUAGES

English

Hindi

Malayalam