



REHAB AHMAD

Senior Brand - Business Development Manager

With over 9 years of multicultural experience across Gcc, Usa & Asia, Bachelors Degree and over 9+ Digital Brand Building Certifications, my expertise lie within Healthcare, Hospitality, Wellness & Lifestyle (Luxury), Digital Marketing agencies, IT/Technology and various Private & Government entities.

CONTACT

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-  Dubai, UAE
-  Driving License - UAE

EDUCATION

-  **BACHELORS IN COMPUTER SCIENCE**
Punjab University, Lahore, Pakistan
(3.5 / 4) | 2010 - 2014 
-  **HIGH SCHOOL**
Dps Okara, Pakistan
2008 - 2010 

CERTIFICATIONS

Social Media Monitoring
Strategies and Skills
Agile Foundations
Microsoft .Net developer
Figma for UX Design
Digital Marketing Foundations
SEO: Keyword Strategy
Trending Tools

PUBLICATIONS

Introducing New Heights of Luxury
Public Annoucement of JV
Adding Luxury in Hotel Industry
Trending Luxury in Flights

EXPERTISE



WORK EXPERIENCE

JAN 2023 - PRESENT

Sr. BRAND GROWTH MANAGER

Zero Healthcare Sdn Bhd - Dubai, UAE



Steering the helm at Zero Healthcare, my role as Senior Brand & Business Growth Manager has been a testament to my dedication towards an exemplary strategic market expansion, business development & Partnerships management skills.

Additionally I focus on Boosting brand awareness and generating leads while managing internal and external marketing plans, campaigns and programs. Making data driven decisions & securing customer information to advise strategic partnership.

DEC 2020 - Jan 2023

SR. ECOMMERCE MANAGER

Rotai Health LLC - Dubai, UAE



My role at Rotai consisted of a multifaceted approach towards e-commerce and digital marketing. Leading the Ecommerce vertical involved strategic planning and collaboration with Finance to forecast annual sales for B2B and B2C products. I encompassed data-driven insights & monitored channel performance and expansion whilst managing the setup and scaling of Amazon FBA operations for expanding market reach.

The role also entailed overseeing project timelines, maintaining website functionality, designing promotional materials, and executing diverse digital marketing campaigns to maximize online presence and drive business growth.

June 2022 - Dec 2022

ECOMMERCE MANAGER

Veganologie - Dubai, UAE (Part - time Remote)



An Eco-Friendly yet innovative firm which gave me the opportunity to demonstrate & refine my excellent skills such as Shopify website development, creating a seamless user experience through strategic API integrations and a redesigning the entire store layout. Through product optimization I successfully maximized visibility & sales, ultimately cultivating overall business growth.

SKILLS

Business Development / News Partnerships

Lead Generation | Market research Identifying / approaching new leads | New Partnerships | Sales pitch | B2B sales | Cold-calling | Business Networking | Events & conferences | 360 End to end Sales | Reporting sales flow | Financial targets | Consultative Sales | Accounts Handling | Business Collaboration | New territories development | Strategic Planning and Analysis | Customer Retention and Upselling | SWOT | Industry Trends | Budget Development and Management | Project Management | Market Expansion and Growth Strategies | Communication & Presentation Skill | Legal and Regulatory Understanding.

Account Management

Guiding & advising | Onboarding | Renewals | Upsell/cross-sell | Follow-ups | Retention | Identifying Trends | Projects & portfolios | Building Trust | Analyzing clients data | Client satisfaction | meeting clients | handling issues & complains | API Integrations | CRM tools

Digital Marketing

Search Engine Optimization (SEO) | Content Marketing | Performance Marketing | Social Media Marketing | Email Marketing | Pay-Per-Click (PPC) Advertising | Analytics and Data Interpretation | Digital Strategy and Planning | Video Marketing | E-commerce Marketing | Influencer Marketing | Marketing Automation | Google Ads | Meta Ads | Lead Generation and Conversion | Content Writing.

Offline Marketing

Branding | Brand Growth | Brand awareness | Events | Networking | Trade shows | Publication | exhibitions | Print Media Advertising | Broadcast Media Advertising | Outdoor Advertising | Public Relations (PR) | Networking and Relationship Building | Corporate Identity | Brand Positioning | Retail Merchandising.

E-commerce

Strategy and Planning | Website Development and Management | Conversion Rate Optimization (CRO) | Customer Relationship Management (CRM) | Content Managment System (CMS) | Analytics and Reporting | Inventory and Supply Chain Management | Security and Compliance | Maintenance | Upgradation | Logistics.

IT / Software

Operating Systems (Windows + Mac OS) | Networking and Security | UI/UX Design | Enterprise Resource Planning | Database Management | Understanding of Programming Languages | Trouble Shooting | Data Analysis | Web Development | Technical Support | 3D-2D Designing | Multimedia | Product Development.

LANGUAGES

English
Urdu / Hindi

June 2022 - Dec 2022

• SOCIAL MEDIA MARKETING SPECIALIST

PairMe Wines- Dubai, UAE (Part - time Remote)



At PairMe, I spearheaded marketing & IT related activities which included maintaining technical integrations of our Squarespace website ensuring a smooth & seamless experience & ensuring it integrated seamlessly with various tools. I also lead a monthly social media calendar, strategic SEO practice and effective back-linking to enhance an overall online presence, engagement, awareness improving our website's traffic & google reviews.

SEP 2018 - DEC 2020

• BUSINESS GROWTH & CREATIVE HEAD

Isukoshi - Dubai, UAE



As a Creative Head, I lead a team of creative professionals in developing innovative and compelling visual and conceptual solutions. My role involved overseeing the entire creative process from concept development to execution, ensuring all deliverables align with the brand's vision & objectives.

DEC 2016 - SEP 2018

• CREATIVE MANAGER

Isukoshi - Dubai, UAE

Worked closely with cross-functional teams, including marketing, design and product development, to create cohesive and impactful campaigns across various channels. With a keen understanding of market trends and consumer behavior & Steering brand's creative direction dynamically in response to industry trends and business goals.

MAY 2015 - DEC 2016

• IT & BUSINESS SOLUTION SPECIALIST

Bbm Technologies - Dubai, Uae



As a Business Growth specialist, I focused on project oversight & maintaining strong relationships with global outsourcing partners to ensure cost-effective solutions. My priority was in delivering standard procedure reports tailored to client specifications to maximize client satisfaction.

I played a pivotal role in digital marketing strategies and utilize analytical tools to derive insights from data. My expertise extended towards designing impactful landing pages and email campaigns, executing multichannel campaigns across web, mobile, email, and social media platforms.

DEC 2014 - MAY 2015

• IT CONSULTANT & WEB DEVELOPER

Third Window LLP - Uk



In this role, I specialize in creating compelling promotional material for websites, including web banners and optimized landing and home pages that enhance user engagement and drive conversions. I establish the core purpose of websites by identifying and understanding user needs and behaviors. I ensure website security by uploading and installing appropriate security software and implementing smart technology solutions for compatibility with portable devices.

SOFTWARES

GOOGLE SKETCHUP 3D

MICROSOFT POWERPOINT (WORD) EXCEL

CINEMA 4D

IT SUPPORT | WINDOWS + I MAC

SHOPIFY

META (FACEBOOK - INSTAGRAM) ADS | PIXEL

HUBSPOT

ERP

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

DIGITAL MEDIA MARKETING TOOLS

AMAZON

GOOGLE ADS

ERP

WORDPRESS

ADOBE AFTER EFFECTS

ADOBE PREMIER PRO

ADOBE DREAMWEAVER

NOON

GOOGLE CONSOLE / GMB / PIXEL

PROJECTS ACCOMPLISHED

DESIGN

- **Hoteller Middle East** (Magazine Design)
- **Millennium Millinaire** (Magazine Design)
- **Cure & Cure** (Magazine Design)
- **Dubai Municipality** (Magazine Design)
- **Avenues Mall Oman** (Magazine Design, Kiosk, Platform, Brochure, Promotional Leaflets, Wall Sticker)
- **Gitex** (Kiosk, Platform, Brochure, Promotional Leaflets, Wall Sticker)
- **Motor Show Uae** (Kiosk, Platform, Brochure, Promotional Leaflets, Wall Sticker)
- **Road Show** (Kiosk, Platform, Brochure, Promotional Leaflets, Wall Sticker)
- **The Leisure Hotel Show** (Kiosk, Platform, Brochure, Promotional Leaflets, Wall Sticker)
- **AHIC - Arab Hotel Investment Conference** (Kiosk, Platform, Brochure, Promotional Leaflets, Wall Sticker)
- **GM Summit** (Kiosk, Platform, Brochure, Promotional Leaflets, Wall Sticker)

WEBSITE

- **veganologie.com** (Design / website)
- **paimewines.com** (Design / website / socialmedia)
- **azemdargroup.com** (Design / Website / Multimedia / Social Media)
- **aljaazensauts.com** (Design / Website / Multimedia / Social Media)
- **sublimetech.com** (Design / Website / Multimedia / Social Media)
- **rotaiuae.com** (Design / Website / Multimedia / Social Media)
- **rotai.ae** (Design / Website / Multimedia / Social Media)
- **lovehospscotch.com** (Design / Website / E-com Portal)
- **mzagroup.ae** (Design / Website)
- **rentyacht.ae** (Design / Website / Social Media)
- **53Water.com** (Design / Website / Social Media)
- **Isukoshi.com** (Design / Website / Digital Marketing / Multimedia)

PROJECTS & COLLABORATIONS

