

Global Marketing Specialist

Innovative and strategic well-rounded marketing professional specialized in developing campaigns and executing dynamic event & strategies that drive engagement and results ensuring ROI. Skilled at designing solution-based programs that exceed organizational goals.

Core Competencies

Digital Marketing/ Content Creation
Google Analytics
Search Engine Optimization (SEO)

Strategy Planning
Vendor Management/ Budgeting
Project Management

Event Planning
Brand & Product Development
Team & Leadership Development

PROFESSIONAL EXPERIENCE

Global Marketing Specialist | IRIDEX | Oct 2019 – Present

Development of strategies to increase lead generation through tactical marketing campaigns. Project planning and implementation for new product deployment including overseeing all pricing, marketing, sales training, PR and communications. Strategize and execute go-to-market plans for various channels encompassing all outbound and inbound communication campaigns, including email marketing, webinars and global tradeshows. End-to-end event management of 69 global tradeshows. Working closely with sales, product and lead generation teams to increase leads and improve ROI.

- Refined outbound marketing tactics and processes saving ~\$65K in H1, while increasing the leads by 23%.
- Redesigning events marketing strategy to highlight the procedure enhancements. Capturing 269 leads, closing 22.
- Assisted the Executive Team with brand refresh and new product launch.
- Led events marketing cost-reduction initiatives resulting in spending \$70,000 less annually, moving to a more efficient technology-forward platform, while having a 28% increase in leads, with a 12% higher close ratio.

Marketing Specialist (Contract) | GOLDEN STATE INSURANCE SOLUTIONS | Feb 2019 – July 2019

Assisted in the launch of the Sales & Prospect Management platform. Managed marketing communication strategy and implementation across web, print, sales training, sales enablement. Owned national and regional tradeshows.

- Implemented online form submission to gather prospect information; increasing RFQs by 30% in the first 2 months

Asst. Marketing Manager, Sindbad Wonderland & Giordano | DOLMEN GROUP | July 2016 – Feb 2018

Spearheaded development of marketing strategy to increase customer engagement and accelerate sales. Led overall brand strategy including digital acquisition, email marketing, social media, events, strategic partnerships and public relations for arcade gaming and retail clothing sector. Ensured global brand consistency while overseeing budgeting and vendor relationship for promotional activities. Built and managed strategic partner alliances for brand marketing with banking, media, entertainment, & education industries.

- Launched city's first-ever adult amusement for older target market garnering \$800K in annual revenue; spearheading marketing communication through various channels and managing PR.
- Generated over \$60K in revenue through redirecting marketing initiatives, focusing on promotions through partnerships.

Sr. Marketing Consultant | THE BOTTOMLINE (PRIVATE) LIMITED – Agency | Jun 2014 – Jun 2016

Created B2B and B2C marketing strategies, developed effective holistic campaigns, and coordinated with BizOps team to create competitive, cost-effective, and revenue generating ideas. Managed cross-functional teams to execute flawless campaigns.

- Project management for clients from various industries, including budgeting, vendor sourcing and project planning.
- Managed product marketing for new product lines that resulted in a 18% revenue increase for P&G (Head & Shoulders)
- Elevated sales for Nestle Nesquik by redesigning strategy and product placement with 7% increase in revenue.
- Spearheaded marketing communication for internet banking services for Standard Chartered bank.

Marketing and Public Relations Coordinator | ORIENT ADVERTISING – Agency | Aug 2012 – Jan 2014

Assisted product marketing & communications for brands including True Religion, Mango, Hawks Bay, and Red Snap. Supported launch for WAX DNM clothing brand with business plans & market development proposals, brand personality & persona building, product portfolio planning & placement, and public relations.

- Maximized ROI by successfully planning and executing the launch event, PR, marketing events and corporate sponsorships.
- Developed digital campaigns to create brand awareness to ensure successful launch and generated \$30k in revenue per quarter.

EDUCATION, TRAINING, & CERTIFICATIONS

MBA, Marketing, INSTITUTE OF BUSINESS MANAGEMENT, Karachi, Pakistan

BBA, Marketing & HR, INSTITUTE OF BUSINESS MANAGEMENT, Karachi, Pakistan

SEO Certified/ Google Analytics Certified/ Google Digital Marketing Certified

Proficient in Google Suite, Salesforce, HubSpot, Wordpress, Adobe InDesign, Basecamp, Tableau