

Tayseer Ansari

Saudi Arabia
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Summary:

General Management background in diversified industries with expertise in Marketing & Digital Marketing. Excellent Business Acumen with Teamwork, Problem Solving & Business Communication capabilities. Capable of Data Centric Planning & Leadership. Hands on experience with various Systems & Tools.

Skills, Capabilities & Industry Knowledge:

Marketing Strategic Planning - Marketing Budget - Marketing & Digital Marketing Campaigns - Creative Strategy - Marketing Data Analysis - Digital Advertising - Search Engine Marketing - Social Media Marketing - Influencer Marketing - Corporate Identity - ECommerce - Event Management

Systems & Tools Familiarity:

MS Dynamics - Oracle - Hootsuite - Canva - Google Adwords & Analytics - Hootsuite - Mailchimp - Sendinblue - Hubspot CRM - MS Office Suite - Adobe Creative Suite - Crunchbase - Maggitt - CBIInsights - Owler

Experience

Management Executive

Konverx Marketing Agency, Dec2019 - Present

Industry: (Marketing, Digital Marketing)

- *Business Planning: Established Organizational Structure, Operational Workflow, Brand Image, Sales & Marketing Strategy including Pricing for Client, Vendor Pricing & Agreements.*
- *Observing Client Care Sales, Business Relations (Vendor Partnerships) & Financial Reporting.*

General Management (Project Based Experience)

- *Various Contractual Projects related to Strategy, Operations & Marketing in multiple organizations across diversified industries:*

- Marketing Associate - Qamar Hotel / Dec 2020 – Feb 2021
Industry: Hospitality, Ecommerce, Digital Marketing
 - *Developed annual marketing budget, marketing strategy (compiling digital marketing & brand identity) in collaboration with creative agencies.*
 - *Developed Marketing Tech Stack (MIS infrastructure) by linking PMS, channel manager, booking engine, website, social media, reputation management tool, payment gateway & GDS.*
 - *Developed Social channels & website along with domain registration & hosting.*
- Business Planning (Project)
Industry: Automotive, Trading
 - *Developed Business Plan & AOP to enhance operational excellence (demand planning, inventory management) & business growth (B2B, B2C, Digital & Offline Sales Channels).*
- Business Growth, sokoon.tech / Oct 2019 – Mar 2020
Industry: Technology, Real Estate
 - *Project Branding & Identity, Leading Sales & growth, Collaboration on Digital Marketing campaigns and offline campaigns.*
- Sales & Demand Planning Executive | Oyo Rooms / 2019
Industry: Hospitality, Internet
 - *Sales Consultancy, Negotiation with potential clients to achieve sales targets.*
 - *Regional Sales & Demand Planning in collaboration with the National Sales Manager.*
 - <https://bit.ly/3ydSLcl>

- Finance - Wataniya Insurance Co. - E.A. Juffali / Nov 2018 – Mar 2019
Industry: Insurance, Financial Services
- SAMA Reporting, Accounting.
- Independent Research Analyst | 2016
- Exploratory Analysis of the Global Startup Ecosystem, Venture Capital, Technology Sector & Capital Markets using market intelligence tools & various authentic resources.
- Researched on Organizational Excellence, Corporate Governance, Business Philosophies via professional development & institutional resources.
- Practised Business Modelling & Planning.
- <https://bit.ly/3h8d70Q>
- Digital Marketing, Events Management | project / 2012
- Initiated Events; Event venue booking, Event Creative production; Marketing Campaigns; Secured Sponsors.

General Management (Trainee)

Abdul Latif Jameel 2015- 16 | FBK, DJAuto, Malaysia - 2015

Industry: Automotive, Spare Parts Manufacturing, After Market, OEM.

- Business Analysis: Observed KPIs & workflow of all operational & technical depts.
- Market Analysis of the global automotive aftermarket industry (including product line analysis of top Automotive Aftermarket Suppliers such as Denso, Bosch, etc).
- Witnessed Data Migration, Adaptation of ERP & Warehouse Barcode System.
- <https://bit.ly/3htGtFS> | <https://bit.ly/3hnZae5>

Education

Academic Qualification:

*The London School of Economics and Political Science (LSE)
Master of Business Administration, Essentials Program*

Nilai University

Associate's Degree, Business Administration & Management, General

Licenses, Certifications:

*Global Business Strategy - Lynda
Digital Marketing Certification - Lynda
Mergers & Acquisitions - ACCA
Leadership & Communication - Dale Carnegie Institute*

CPD Memberships:

*American Marketing Association | KPMG - Board Leadership | Harvard Business Review
Project Management Institute | McKinsey & Co. Quarterly | Kauffman Fellows Journal*

Supporting Documents

<https://bit.ly/3hGFVwL>