

SHAIKH RAHMAN

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Objective To work in a progressive and creative environment where I can utilize my Marketing experience and skills to benefit the organization and assist in its overall growth.

Education **Baylor University, Texas, USA**
Bachelor of Arts
Business Administration - Aug. 1990

Experience **DOHA MARKETING SERVICES CO. (Al-Futtaim Group)** Honda, Volvo, GAC Motor, Volvo Trucks & Buses, CMC, Watches, Electronics.

Head of Marketing **2012 - 2020**

Responsible for the Marketing Function for all DOMASCO brands under its 3 business verticals; Automotive, Watches & Electronics.

I supervise all aspects of marketing for the above-mentioned brands, including campaign creation, execution and management, media planning & buying and liaison with brand principals.

In addition to overseeing traditional marketing functions such as Print & Electronic advertising and other ATL and BTL activities, I am also responsible for leading the ever increasing and continual transition towards Digital marketing. This includes

- Website management (brand sites & DOMASCO)
- Digital strategy
- Social media management
- Campaign adaptation
- Campaign results tracking & analytics

The Customer Care Center (call center) also falls under my remit and I am responsible for overall quality control and ensuring that all staff are well versed with product and campaign knowledge in order to generate the maximum number of leads from our varied marketing activities.

**THE RESOURCE GROUP (PVT.) LTD.
Senior Manager Marketing & Training**

2010 – 2012

TRG is one of the largest Business Process Outsourcing groups in the world. I supervised a team of 70 recruiters in Pakistan as well as training new recruiters in our Philippines and Pittsburgh, USA offices. Instrumental in streamlining the training process.

Planning and implementing the advertising strategy for our onshore (US) communications such as print media ads and BTL material.

Additional responsibilities include quality assurance, maximizing overall team productivity, maintaining weekly and monthly recruitment targets and generating productivity reports.

ZUBAIR AUTOMOTIVE GROUP

Audi, Chrysler, Jeep, Dodge, Mitsubishi, Peugeot, Volkswagen, Skoda, Citroen, Great Wall.

Group Marketing Manager

2008 – 2009

Directed, coordinated and managed the marketing function for all of the group's automotive brands.

The job entailed daily interaction with the General Managers and Brand Managers of each brand to plan long term goals as well as coordinating efforts to fulfill their short term requirements.

Responsible for formulating the annual marketing plan in conjunction with the brands' requirements three months in advance and making sure all communications partners were up to speed with executing the creative briefs within the deadlines.

Liaised with the regional offices of all the brands and my marketing/communications counterparts there to ensure that all local activities were in conjunction with, and complemented, the brands' regional and/or global marketing philosophy.

ALGHANIM SONS GROUP

Group Marketing Manager 2005 – 2007

Responsible for the marketing function of the Automotive, Food & Beverage, Telecoms and Services divisions.

These included Quintessentially, the global private members club, EXA Telecom and SHAC Automotive. Coordinated the marketing activities of these divisions and made sure that the required personnel were in place to provide services to each division MD according to their requirements.

Formulated annual marketing plans and guidelines for strategic implementation for each individual brand according to their budgets.

Directed and coordinated all marketing activities and liaised with each division MD in order to plan effective strategies for product and brand development.

MERCEDES-BENZ KUWAIT

Abdul Rahman Albisher & Zaid Alkazemi Co.

Marketing Manager

1997 – 2004

Responsible for all marketing and promotional activities for the Mercedes-Benz brand. These included print and electronic media advertising, press relations, product launches and customer events, outdoor displays, sports marketing and the production of locally relevant POS materials such as the quarterly newsletter and product brochures and flyers. In addition to this I was responsible for regular surveys of the local automobile market and competitor analysis with regard to pricing, promotions and new product updates.

Liaison for the quarterly Marketing Committee meetings organized by DaimlerChrysler Middle East in Dubai, in order to plan and implement Pan Arab campaigns and a cohesive regional marketing strategy.

Awarded the Silver and Bronze "Star Awards" for 2003, given to Mercedes-Benz distributors who achieve outstanding results in Advertising and Communications. The activities awarded were a TV Commercial produced locally in Kuwait and an innovative outdoor display for the new E-Class.