



OWAIS SHAIKH

"MARKETING IS REALLY JUST ABOUT SHARING YOUR PASSION"

ABOUT ME

An innovative Marketing leader with 6+ years of experience delivering exceptional marketing campaigns, content and collateral based on established and innovative strategies. Results-oriented and collaborative professional bringing expertise in brand management and social media engagement. Detail-oriented, attentive and decisive leader.

- WORK EXPERIENCE

2021-08 Current

INTERTEC GROUP W.L.L QATAR
Group. Assistant Marketing Manager



Evaluated consumer preferences and behaviours, combined with market trends and historical data, to adjust and enhance campaigns.

Established, initiated and optimized business development strategies based on company targets, product specifications, market data and budget factors.

Considered business demands and customer preferences when developing pricing structures and marketing plans.

Created printed marketing materials designed to drive campaigns and tests of marketing channels such as paid acquisition, social media and fresh content creation.

2020-01 - 2021-07

TAWFEEQ TRAVEL, DOHA-QATAR
Sr. Marketing Executive



Managed branding campaigns and event marketing initiatives in print, video, web and social media.

Increased Brand awareness and penetration through development of creative collateral.Coordinated staffing for various marketing events and industry conferences.

Developed strategies to incorporate PR and media to further enhance the brand and build market share.

Designed innovative branding and product strategies.Directed traffic growth strategies, including SEO, affiliate linking campaigns, content distribution, email marketing, and trackbacks.

[in](#)



AREAS OF EXPERTISE

Marketing Planning & Execution

Digital Marketing

Brand Management

Media Planning & Buying

Advertising

Campaign planning & execution

Budget Management & Cost Control

Staff Training & Development

Vendor Relationship Management.

Event Management



Doha, Qatar



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CAREER OBJECTIVE

To be involved in work where I can utilize skills and be creatively involved with a system That effectively contributes to the growth of the organization.

EXTRA-CURRICULAR ACHIEVEMENTS:

Participated in Dance Competitions in College Festivals in Mumbai.

Winner at Senior Badminton Tournament at ALL INDIA BALKAN-JI-BARI (Mumbai)

Represented MUMBAI in Badminton at Major State Level Tournaments held across Maharashtra

Winner at Anjuman-e- Islam B-school participated in AD-MAD event.

1st Prize in Sell me a Product organized by Chetna College of Management, Mumbai

PERSONAL SKILLS

Ads Manager

Google Analytics

Microsoft Office

Website Insight Tools

Google Ads Manager

E-commerce MGT

EDM

Graphic Design

2018-09 - 2019-12

TAWFEEQ TRAVEL, DOHA-QATAR
Marketing Executive



Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic and elevated sales numbers.

Increased brand awareness by developing technical and non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.

Launched marketing activities for new service lines and market penetration.

Managed and oversaw design of marketing material and promotional literature for organization.Launched marketing activities for new product lines and market penetration.

2018-01 - 2018-08

LUXOTTICA INDIA PRIVATE LIMITED
Territory Sales Manager



Tracked changing product lines to effectively meet dynamic market demands.Forecasted sales and set successful policies to achieve sales objectives.

Exceeded targets by building,directing and motivating high-performing sales team.

Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.

Coached sales associates in product specifications, sales incentives and selling techniques, significantly increasing customer satisfaction ratings.

2014-09 - 2017-12

APPLE INDIA PRIVATE LIMITED
Apple Solution Consultant



Represent Apple as Brand Ambassador, uphold Apples Inc.'s Brand standard, merchandising and product presentation.

Inspected products as part of adherence to quality standards.

Increased productivity by collaborating with management to develop process improvements.

Drafted integration plans to ease the assimilation of products into customers' business infrastructure.

LANGUAGES

English

Hindi

Arabic

- CERTIFICATIONS

Name:

Marketing Strategy fundamentals:

The art of selling your products through superb Marketing efforts

Organization: 365 Career

Name:

Certification in Sports Medicine

Organization: International Olympic Committee-IOC

Name:

Fundamentals of Digital Marketing

Organization: Google

Name:

Coach Education

Organization: Badminton world federation

Name: BLS /AED & First Aid

Organization: European Resuscitation Council

Name:

Apple Product Professional Certificate

Organization : Apple Inc

REFERENCE

1. Umar Farooq

Researcher In Qatar foundation

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2. Tariq Ansari

General manager - Al Jaber Trading

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2015-05 - 2015-07

SAHARA INDIA, MUMBAI, INDIA

Internship Marketing Student



Collaborated with team members to help expand marketing channels.

Created unique and engaging content for range of social media platforms including Pinterest, FaceBook and Instagram.

Prepared reports detailing project updates, performance information and ongoing trends.

2012-04 - 2012-09

MAHINDRA AND MAHINDRA, MUMBAI

Marketing Consultant



Promotion and Branding for the Mahindra range of cars in the West Region.

Developing a new customer base through ATL & BTL activities as per the Mahindra India guidelines in Mumbai

Organizing various events and roadshows and generating qualified leads as per the monthly target.

- EDUCATION

Rizvi Institute of Management Studies & Research, Mumbai, 2012-2014 Master in Business Administration (Marketing)

Cosmopolitan Education Society, Valia College of B. Com & BMS College, Mumbai 2011 Bachelors in Commerce

Clara's College of Arts, Science & Commerce, Mumbai 2008, H.S.C

St. Joseph's High School, Mumbai 2006 S.S.C

- ACCOMPLISHMENTS

Rank no.2 in the west region by Apple Inc. in mystery Audit Scoring 94% Q1'16

Rank no.1 in the west region by Apple Inc. in ND Audit Scoring 97% Q2'16

Collaborated with a team of 25 in the development of One Oakley