

RAMEEZ MOHAMMED

Marketing & Brand Management Executive

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Bahrain

ABOUT ME

An adaptable and enthusiastic marketing manager with the drive and experience of 6 years in different industry verticals, particularly branding, corporate communications, product positioning and PR management. I am looking forward to work in an organisation where I can employ my skills and experience for mutual benefit creating value and propelling growth for both the clients and the employer.

CAREER HIGHLIGHTS

- Organized, goal-oriented, with over 6 years of experience in marketing and brand management
- Achieved record sales of \$3.2 million with successful promotional campaign of Bahrain National Day Sale in 2016
- Brought over \$300,000 of business in gross revenue from corporate patients
- Secured over \$125,000 in sponsorships for sports events organized at Red Joker FZE
- In a period of 24 months, achieved 15 brand of the month and 2 brand of the year awards
- Handled brand management, market research, and product launch for 20+ brands in various industry verticals including food, sports, retail, fashion, apparel, footwear, furniture and more
- Planned and executed 11 successful football tournaments with more than 50 participating teams overall
- Created and executed strategies for 7 store launches and executed 300+ store window changes across 30 outlets for visual merchandise for new campaigns

WORK EXPERIENCE

KIMS Global - Bahrain

Assistant Manager - Marketing (Apr 2019 – Current)

Business Development & Agency Management

- Brought nearly \$300,000 worth of business in terms of gross revenue from corporate patients
- Added 2,400+ and 700+ lives with insurance patients and community tie-ups respectively
- Fostering and maintaining prospective client database through aggressive telemarketing and one-on-one meetings
- Establishing long lasting relationships with clients and communities through free medical camps and physician lectures
- Dealing with the insurance companies to ensure clients' requirements are met and promoting client engagement with tailored medical check-ups

Marketing, Advertising Strategy & Event Planning

- Recommended and executed the initiative for a comprehensive annual marketing plan with adequate budgeting
- Consistently met or achieved beyond 92% of the budgeted target towards package sales in the last 7 months
- Conducted over 20 medical events nationally on special occasions such as Global Health Day and gave 10 lectures at corporate sites and events
- Sponsored 2 sports events for community engagement and enhanced brand visibility for the target audience
- Monitoring creatives for brand campaigns and working with design team to produce content for effective communication of the brand message
- Working with medical departments in KBMC including Pediatric and Gynecology to provide adequate marketing solutions
- Managing numerous print and digital marketing channels including social media and handling media buy, promotions, and PR
- Working with the Marketing Head to create suitable monthly packages for departments and outlining annual marketing plan

Wavemaker Global - Bahrain

Account Executive (Nov 2017 – Feb 2019)

Brand Management for Landmark, Al-Rashid Group, Bahrain

- Handled brand management, market research, and product launch for more than 15 brands in various industry verticals including fashion, apparel, footwear, furniture and more.
- Strategized, planned and successfully executed 20 B2B and B2C marketing campaigns for Al-Rashid Group
- Ensure that every campaign meets or exceeds 96% of budgeted target with effective budget P&L and campaign management

BRANDS MANAGED

Furniture

Home Centre | Home Box

Sports

Sportsone

Food

Spice Village | Flavors at International City

Fashion/Apparel

Centrepont | Splash | Max | Bossini | New Look | Koton | Your London | Lipsy

Footwear

Steve Madden | Ecco | Kazar | Stride Rite | Shoexpress

Bags & Luggage

Carpisa

Lingerie

Sarah

Apps

Rewards app for Sarah's customers

KEY COMPETENCIES

Industry Related

- Strategic marketing & budgeting
- Corporate communication
- Advertising and campaigning
- Sales collateral and support
- Public and media relation management
- Brand and product launching

Complementary

- Unique ideation and solution finding
- Strategic thinking and management
- Natural brand advocate
- Ability to foster lasting relationships
- Top planning and organizational skills
- Good verbal and written communication
- Keen on keeping up with market trends

Brand Management for GAC Motos

- Strategized, planned and successfully executed maiden brand campaign for GAC Motos in Bahrain
- Handled brand management and market research to launch 3 marketing campaigns that achieved their targets

Client & Vendor Management

- Carried out consumer surveys, competitive analysis and managed clients' PR and advertising requirements to ensure successful brand campaigns and corporate activities
- Ensuring effective and open communication with the client to manage current and upcoming marketing initiatives with a detail-oriented and proactive approach
- Gathered crucial data and determined Key Performance Indicators (KPIs) to negotiate ideal spot creation for the clients and prepared detailed spot scheduling
- Understood and complied with clients' budgets and monitored various media channels to plan and execute strategic marketing for most effective and cost efficient marketing mix
- Prepared and submitted weekly consolidated reports for ongoing outdoor rentals, print ads, and other marketing campaigns
- Coordinated with print, digital media outlets and industry vendors to make informed decisions related to media buy, spot creation, scheduling, data accumulation and product positioning
- Followed up with clients for LPOs, payment collection and approvals and submitted documentation to internal finance department for invoicing

Landmark Group, Al-Rashid Group - Bahrain Marketing Specialist (Oct 2015 – Nov 2017)

Budgeting & Brand Management

- Achieved record gross sales of \$3.2 million through successful promotional campaign of Bahrain National Day Sale in 2016
- Handled brand management, market research, and product launch for 17 brands in various industry verticals including sports, retail, fashion, apparel, footwear, furniture and more
- Company management trusted me with handling 15 brands simultaneously for the longest period in the organization
- Through efficient budget utilization, ensured up to 10% in savings while achieving 97% of the sales targets
- In 24 months, achieved 15 brand of the month and 2 brand of the year awards. Planned and executed 300+ store window changes across 30 outlets for visual merchandise for new campaign launches
- Created and executed strategies for 7 store launches including Sarah, Shoexpress, Sportsone, Kazar and Steve Madden and launched a customer loyalty rewards app for Sarah's customers

Product Positioning & Merchandising

- Planned detailed annual marketing budgets and supervised effective execution of tactical, VM and brand events
- Kept pace with brand DSRs and proposed tactical events for underperforming stores along with procurement and implementation of visual merchandising for seasonal launches

ACADEMIC QUALIFICATION

Master of Business Administration in Marketing

Maniap University (MAHE), Dubai
(2011 - 2014)

Bachelor of Business Administration in Marketing

Birla Institute of Technology (BITIC),
Bahrain
(2006 - 2009)

LANGUAGE PROFECIENCY

English

(Fluency – Professional)

- Supervised store openings and formulated the right marketing mix of print, social and digital marketing channels to optimize ROI
- Made meaningful contributions in conducting large scale events and followed up with corporate team for seasonal PR material for publishing
- Conceptualized and drafted story boards for brand development, video creation and tactical events

Everest Trading - Bahrain

Hygiene Consultant (Jun 2015 – Sep 2015)

- Successfully carried out business development, expansion and maintained client's requirements and supplies
- Worked on a variety of projects with established clients to understand requirements and provided professional recommendations for best hygiene solutions
- Provided sampling and testing schedules to customers to develop optimum understand and knowledge about the product
- Ensured monthly collections from clients and worked with senior management to expand the product line keeping up with market trends

Red Joker FZE - Bahrain

Marketing Executive (Jan 2013 – Feb 2014)

- Secured over \$125,000 in sponsorships for sports events organized at Red Joker FZE
- Planned and executed 11 successful football tournaments with more than 50 participating teams overall
- Led brand repositioning and campaigning for 2 restaurants and liaised with a variety of stakeholders to create strong networking within the industry for mutual benefit
- Communicated with target audiences, handled PR, secured sponsorships and supervised sports events for Soccer Fridays events
- Sourced advertising opportunities and placed ads in the print and digital media to run successful marketing campaigns

Reach Media ME - Bahrain

Sales & Marketing Executive (Dec 2009 – Apr 2011)

- Consistently achieved above 70% of sales targets during challenging economic phase for advertising agencies in Bahrain
- Conducted telemarketing campaigns and approached new clients to build a client base
- Acquired a summary of clients' requirements and briefed the creative and production teams for perfect execution
- Conducted daily job status reviews to streamline the processes of estimate approvals, timely billings and collections, and improved operational efficiency
- Coordinated in design and application of vehicle, internal, outdoor and offset graphics and printing