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Date of Birth: 26-March-1999



WORK EXPERIENCE

Maqсад Private Limited

Position: Brand Manager

Feb 2023 – Present

Achievements

- Collaborated with product teams to improve product offerings based on market insights, boosting usage.
- Organized major exhibitions, attracting over 300,000 attendees and significantly raising brand profile.
- Developed targeted influencer marketing strategies, driving up to 50% of sales during peak seasons.
- Established over 25 partnerships to extend market reach and drive sales.

Responsibilities

- Led brand strategy, including social media and OOH marketing, focusing on automotive industry relevance.
- Implemented data-driven strategies to optimize social media and digital presence.
- Assisted in automotive product development and market analysis to align offerings with consumer needs.
- Directed offline marketing efforts, including print and radio, to enhance brand recognition and engagement.
- Utilized analytics for performance reporting and strategy adjustments.

Toyota Indus Motor Company Limited

Position: Assistant Manager Marketing

Nov 2021 – Jan 2023

Achievements:

- Successfully achieved over 500% sales growth of a Toyota aftersales product within 8 months through a rigorous marketing campaign generating a total revenue of over USD 1.07 Mn.
- Collaborated with executive leadership to develop and deliver strategic presentations, leading to securing the highest annual marketing budget in the department's history under the CEO's endorsement.
- Initiated seasonal marketing campaigns for customer retention with a budget of USD 140,000, generating revenue of over USD 0.5 Mn.
- Worked on a product expansion through a market first concept resulting in collaboration with 4 external partners & increase in sales of around 500%.
- Collaborated with IT professionals to automate the Toyota Protection Plan Database for reporting purposes reducing the lead-time for reports from 180 minutes to 5 minutes.

Responsibilities:

- Led a team of marketing executives to ensure brand operation implementation with great quality and consistency.
- Design and maintain interactive dashboards on Power BI to analyze sales performances of after sales products.
- Managed brand consistency of creatives abiding by Toyota's brand guidelines.
- Led several aftersales products such as Toyota Protection Plan (Toyota Branded Insurance), Toyota Motor Oil, Toyota Genuine Chemicals and Prepaid Periodic Maintenance as the Product Manager.
- Built synergies through partnerships with Corporates, Insurance Companies & Banks to increase customer acquisition.
- Provided operational support to Area Managers and Dealerships regarding Toyota after sales products.
- Managed creative, digital and media agencies for preparation of brand collateral for effective execution of PR campaigns, OOH, on-ground events & radio campaigns.

Toyota Indus Motor Company Limited

Position: Management Trainee Marketing

Nov 2020 – Oct 2021

Achievements:

- Proudly represented Indus Motor Company on the global stage, showcasing our distributor aftersales performance in prestigious competitions and clinching the gold prize from Toyota Motor Asia Pacific.
- Successfully grew a nascent aftersales product in the market by an impressive 50% month over month for a sustained period of 6 months.
- Spearheaded the successful launch of 5 new products into the market, aligning seamlessly with the organization's localization objectives.

Responsibilities:

- Led Toyota Protection Plan (Toyota Branded Insurance) & Toyota Accessories Portfolio.
- Launched incentive-based sales campaigns to increase market penetration.
- Responsible for planning, launching & marketing new Toyota accessories nationwide.
- Cleaned, verified, and maintained a database for nationwide sales of Toyota Protection Plan using Advance Excel techniques.
- Responsible for providing business insights for product performances to senior management using Business Intelligence Tools & Dashboards.
- Conducted trainings at dealerships to enhance sales performance.

SKILLS

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| ● Business Analytics | ● Marketing Agency Management |
| ● Project Management | ● Social Media Management |
| ● Dealer Management | ● PR & Event Marketing |
| ● Field Operations Management | ● Influencer Marketing |
| ● Data Visualization | ● Strong Analytical Skills |
| ● Brand Marketing Strategy | ● Product Management |
| ● Marketing Campaign Management | ● MS PowerPoint |
| ● Advance Excel | ● Problem Solving |
| ● Microsoft Power BI | ● Strong Communication & Presentation Skills |
| ● Corporate Partnership Development | ● Relationship Management |

EDUCATION

Institute of Business Management (IoBM)

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| ● Master of Business Administration (MBA) - Marketing | 2021 – 2023 |
| CGPA – 3.44 | |

Institute of Business Management (IoBM)

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| ● Bachelor of Science (BS) – Accounting & Finance | 2016 - 2020 |
| CGPA – 3.28 | |

CERTIFICATIONS

- Google Analytics
- Google's Fundamentals of Digital Marketing
- Google Data Studio

LANGUAGES

- English – Native
- Urdu – Native
- Arabic – Basic