**Jawad Amin**

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| K I N G K H A L E D S T R E E T , R I Y A D H, K I N G D O M O F S A U D I A R A BIA |
| * C o n t a c t ( + 96 6 ) + 5 4 9 0 6 7 8 3 3 • E **-** m a i l [**J A W A D A M I N @ G M A I L . C O M**](mailto:jawadamin@gmail.com) |
| **KEY ATTRIBUTES** |
| * Over **15 Years** experience in the fields of marketing and brand operations. * Exceptional project management & multi-tasking capabilities. Able to work well with a wide range of people from different parts of the business * Well versed in execution of **SMART** principle and mointoring through **KPIs** * Solid track record in **Marketing, Brand Operations** and **Expense Tracking** * Experienced in **Budget Management**, **Digital & BTL Campaigns**, **Brand Loyalty Programs**, **New Market Development, OEM Relationship Management** and **Aggressive Growth Management** |
| **ACHIEVEMENTS**  **Geely:** Performance Growth Vectors| CAC:LTV = 1 : 3.4 | ACL 3.8%🡩  CRR 4.78% (3.5%🡩) | Loyalty 30%🡩 | Customer ROI 23%🡩  **Nadec:** Developed and implemented a comprehensive customer and retail experience strategy for the company, resulting in a 5.2x increase in footfall traffic, 850+ daily feed followers, and 140% increase on digital platforms.  **Namaa:** Oversaw retail budget through **12 retail locations**. Responsible for distribution channel growth, E-Commerce growth and Over All Retail Channel Growth**.**  **Toy Triangle:** Drove **21%** sales growth in Total Retail Channel (2017-to 2019), with category growth in Action Figures (**9%**), Arts & Crafts (**133%**) and Building (**256%**), with only **5%** increase in contracts marketing budget.  **Unilever:** Double digit growth in Iced Tea Category, consolidating market leadership for brand from **21**% to **43%** in 2012-14.  **WORK EXPERIENCE** |
| **2022 – Current**  **Geely - Wallan Trading Group**  **Marketing Manager (Acting)**  Overseeing performance of marketing campaigns, both Digital and BTL to ensure achievement of quarterly Leads Target.  Utilizing data-driven insights to monitor efficiency of traditional & digital campaigns, ensuring right customers are targetted with the right message during the right season, to successfully grow awareness  Tracking, monitoring and assigning quarterly budget allocation to ensure alignment with departmental objectives and transperancy of operations  Maintaining a healthy and productive relationship with OEM regarding Leads generation, Seasonal campaigns, CRM feedback, Showroom experience, etc  Coordinating with GAIC regarding IDCS requirements – Network, SSI, CRM, including timelines for delivery of agreed upon KPIs  Ensuring local team’s adherence to GAIC requirements regarding network standards, salesmen performance, call center feedback and visual identity  Analyzing customer online journey and identifiying opportunities to optimize the experience (increased customer satisfaction by 11% to date)  Establishing collaboration with key stakeholders (Sub Dealers, Fleet clientele) in development of channel campaigns to maximize reach and engagement.  **2021 – 2022**  **NADEC**  [**www.nadec.com**](http://www.nadec.com)  **Brand Management & Growth Consultant**  *Brand & Product Management*  Overall hub lead with full ownership of the total marketing proposition, working with internal trade operations, creatives and management to ensure brand visibility.  Oversee all projects/campaigns throughout the planning and execution lifecycle, ensuring delivery of all projects to agreed timeframes and performance targets  *Shopper Planning*  Deliver industry leading trade marketing tactics to target excellence across all briefs and channels. Mentor and train local market teams to ensure a consistent high standard of work from all team members.  *Client Relationship Management*  Build trusted relationships with the client’s hub team to become a seamless extension of the client’s internal teams, offering trade marketing expertise to clients with a varied understanding of general trade, modern trade & shoppers insights  **2019 – 2021**  **Namaa AlMunawara**  **www.almunawara.sa**  **Sales & Operations Manager**  *Business Operations:*  Controlling and monitoring retails stores, product range, cost, selling price, distribution networks to achieve and exceed established targets  Overseeing on behalf of management: Feasibility Studies, Regulatory Assessments, Competitor Analysis, Price Benchmarking, Value Chain Assessment, Forecasting and Packaging Assessment  *Sales:*  Exceeding the sales revenue goals targets as defined in the Business Plan for the sales channels and controlling the Sales Budget to ensure optimum allocation of resources to different businesses of the company  Overseeing on behalf of management: Top Line Responsibilities, Channel Segmentation & Strategy Negotiations with Key Accounts & Customers  *Trade Marketing:*  Developing and overseeing all aspects of marketing activities.  Overseeing on behalf of management: Budget Negotiation & Allocations, Merchandising Execution, Trade Marketing Promotions & Visibility Drives  **2015 – 2019**  **Toy Triangle**  [**www.toytriangle.com**](http://www.toytriangle.com)  **Marketing Manager**  Leading overall retail business and growing top line revenue.  Scanning for new business opportunities and participating in tenders.  Managing all communication elements of marketing including service providers, suppliers and onsite requirements.  Running day to day operations, supervising the team’s output and troubleshooting problems and issues.  Managing finances by coordinating overall budget process, annual budget plan and taking responsibility for achieving profitability and monthly targets.  Managing the marketing strategy through image building, corporate communications, and brand projection to rapidly grow company’s exposure to both corporate and government sector.  Approving all peripherals being created for events and external clients.  Managing campaigns and activities including: |

# 2011 – 2015

**Unilever**

[**www.unilever.com**](http://www.unilever.com)

**Central and Eastern Key Accounts Manager**

To provide a high level of brand management to product categories.

Managing brand positioning and marketing activities within defined key markets.

Ensuring the brand is represented in a consistent manner (brand imagery & tone).

Work with external suppliers and the internal artwork department in the creation of all marketing and promotional materials, ensuring all materials meet in store requirements and hit deadlines.

Working within assigned marketing support budget to generate demand.

Maintain and articulate any changes to our defined target customer.

Working with retail partners at head office, store level and on line.

Leveraging all PR opportunities and ensuring the brand is cohesive.

Working with the merchandising team to create in-store brand representation.

Ensuring long-term visual identity of the brand and what it means.

Leading all design related projects and ensure their outstanding execution in the markets

# 2009 – 2011

**Nestle**

# [www.nestle.com](http://www.nestle.com)

***Brand Manager***

Leading support personnel to integrate brand vision, position and strategies throughout all functional areas.

Setting a bulls-eye consumer target in line with P&L targets.

Working collaboratively with marketing channels to execute logistic designs consistent with a determined distribution hierarchy.

Participating in a cross-functional team to develop journey plans, including analyzing information to help set the sales forecast and financials and writing concept statements for consumer testing.

Analyzing sales volumes, market share trends and competitive activity.

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| **EDUCATION** |
| **2006 – 2008 Lahore School of Economics**   * *Executive MBA (Marketing and Finance)*   **2000 – 2002 University of Punjab**   * *BA (Economics)*   **1999 – 2000 Beaconhouse Informatics**   * *Diploma in Computer Sciences.* |