

AHMED BUCHEERI

BRAND MANAGEMENT, MARCOMMS, & DIGITAL MARKETING ENTHUSIAST



CONTACT DETAILS

PO Box 213145, Dubai, UAE.

m: +971 567993773 | e: abucheeri@hotmail.co.uk

ABOUT ME

Nationality: Bahraini (GCC national) | **DOB:** 15/Nov/1987

Availability: Immediate **Lang:** Ar (Native) & Eng (Fluent) & Ger (A1)

SOCIAL

LinkedIn: [Ahmed Bucheeri](#)

EXPERIENCE

Dec 2020 – Present



Campaigns Manager

- Manage the procedure, implementation, tracking and measurement of marketing campaigns.
- Execute local marketing efforts to maximize sales and drive repeat traffic/footfall towards branches.
- Make key decisions for the implementation and maintenance of mobile measurement partners across both paid, and organic channels.
- Independently manage budgets and prepare dynamic media planning allocating budgets in areas for optimum ROI.
- Implement best practice strategies for user acquisition campaigns, and for conversion tracking purposes.
- Conceptualize, develop, and execute user acquisition campaigns across paid, social, and partnership platforms.
- Deliver regular reports of campaign results, including web analysis and evaluation of KPI
- Brief and oversee the work of internal and external agencies, such as designers, animators and printers, who will deliver much of the campaign activity.
- Own MAI (Mobile App Install), retargeting and web subscription campaigns across Facebook, Google, Apple, and other paid channels.

Jan 2020 – Dec 2020



Marketing & Public Relations Manager – (eCommerce)

- Craft strategies for all Marketing teams, including Digital, Advertising, Communications and Creative
- Assist in analysing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies and suggest an alternative strategy if needed (based off results).
- Preparing and managing monthly, quarterly and annual budgets for the Marketing department.
- Constantly be tweaking and testing strategies and optimizing campaigns in order to maximize efficiency.
- Prepare content calendar plans on a weekly basis for all social platforms owned (Facebook, Insta, LinkedIn, TikTok)
- Analyze metrics on a monthly basis and decide on new strategy accordingly if needed.
- Run ads on social and SEM platforms with spends set according to budget restrictions and best practice.
- Think outside the box and work collaboratively with data, and product teams to support growth on our channels beyond setting bids and budgets.

Feb 2019 – Dec 2019



Social Media & Marketing Manager (Retail & Festivals)

- Audit digital ad spend (all kinds of ads used) including all kinds of visitor data and behavior and the ROI behind this, and present learnings and next steps for clients as well as solutions for sharp drop points in engagement.
- Developed and led social media strategies on behalf of renowned clients on their own social platforms with well-defined social KPI's reached and over delivered on numerous instances by 50%.
- Optimize creatives, targeting, bids and budgets to drive campaign goals and highest ROI.
- Oversaw all digital marketing and social media channels for events, and campaigns managed to sustain an engaging audience experience and to increase audience satisfaction rates as well as retention.
- Develop and execute the media strategy and digital campaigns that are culturally and timely relevant, on-trend, and resonate with the market's Gen Z audience.
- Manage the day-to-day operational requirements of each sponsorship ensuring all rights are delivered, activated and tracked.
- Interface daily with Social media and creative team to develop and optimize creatives across paid and organic digital marketing channels.
- Manage team members and other content creators, by overseeing their work and offering guidance or direction.

Jan 2018 – Jan 2019



Sports Marketing Specialist (Retail)

- Slashed brand contractual costs by negotiation fees and royalties, while ensuring and enhancement of services.
- Activated brand contractual rights, by assigning assets at high-footfall events with social posting plans in place.
- Improved budget management, by introducing a unified method for expense logging reducing over-spending by 30%.
- Designed e-marketing layouts integrating pop-ups in promotional & relational emails to databases of 200K shoppers.
- Rolled out product campaigns in sync with global affiliates and in alignment with local SM plans created for assets.
- Oversee day to day management of key relationships both directly with our partners such as federations as well as training academies and sports institutions.
- Support the senior leadership team in identifying potential partners to maximise sponsorship revenues.
- Drive negotiations on renewals and new potential relationships – prepare and present formal partnership update reports both internally and externally.
- Create reports that can assist in the negotiation processes of partnership and sponsorship deals.
- Make recommendations on new commercial opportunities as well as exit plans, where appropriate.

Jul 2017 – Jan 2018



Brand Activation Specialist (Retail)

- Partners serviced: UAE & Saudi Football Federations, Fitness First, Fitness Time, EA (Electronic Arts), Sole DXB, Juventus Football Academy, Clark Francis Tennis Academy, Dubai Sports World, Dubai Sports Council.
- Spearheaded and oversaw all agency ops for FCWC 2017/2018 tournaments and grass-roots events (Tango League).
- Oversee the implementation of sponsorship activations both on-site and at other key touch-points regionally, nationally and internationally.
- Work with wider Brand, Marketing & Analytics team to identify new ways to integrate and use sponsorships as a catalyst for brand objectives.
- Advised agencies of appropriate local content, for marketing collateral in emails/social media plans/ATL/BTL ops.
- Revamped local intranet Digi-hub for managing events, allowing for streamlined alignment across all departments.
- Generated a consistently high share of voice (25%+), via experiential activations in-store backed with media plans.
- Pioneered techniques, for agency procurement, tendering, and RFP matters, saving 25% in cost/time in process.

Feb 2017 – July 2017



● **Business Development & Marketing Manager**

- Clients serviced: 2GIS, Dubai Holding, Kurdistan Government, Noor Capital, Pioneer IPM, Vruja Hotel.
- Led business expansion via fiscal management for branches/affiliates & kick-starting start-up offices in markets.
- Recruited & trained colleagues in departments such as marketing, business development & administration.
- Upgraded website landing page/experiential pop-ups to covert and retain visitors by 36% into returning clients.
- Structured an in-house team to provide digital marketing and event solutions for clients, cutting vendor costs by 40%.
- Optimized ROI for clients in event-based partnerships via engaging on-ground stunts & utilizing SM paid partnerships.
- Increased clientele retention via techniques focused on high measures of satisfaction & strong active relationships.

Aug 2016 – Feb 2017



● **Senior Account Executive**

- Serviced clients: LG, Autodesk, Qualcomm, Sony.
- Media relationships developed: The National, Al Bayan, WAM, Emarat Al Youm, Emirates 24/7, Dubai One, 7 Days UAE, Al Aan TV, Al Ittihad, Abu Dhabi world, GNtech, Dubai Eye, Middle East Economic Digest, Grazia UAE.
- Championed PR strategies & media relational efforts at trade exhibitions for clients like LG, Autodesk, Qualcomm.
- Prepared crisis management plans, with focus on how to boost sentiment and public image during and post-crisis.
- Drive client satisfaction & PR value in 'dead periods' via creative PRLs, and pro-active quarterly strategy plans.
- Integrated email marketing techniques that help engage consumers, and covert into 'hungry for more' customers.
- Achieved 45% quarterly growth in profitability for the agency via project partnerships & ad hoc paid services.

May 2014 – Aug 2016



● **Senior Client Servicing Executive**

- Serviced clients: MAN, Daewoo, Oman Air, flynas, Air Arabia, Four Seasons, DTCM, DFF, HSBC, GlaxosmithKlyne, Bupa, Johnson&Johnson, DSS, Etihad Airways, Commercial Bank of Dubai
- Media relationships developed: Bloomberg, CNBC, Al Arabiya, MBC, Reuters, Gulf News, Al Khaleej, Al Bayan, Forbes, The Economist, Khaleej Times, Arabian Business, GQ, CNBC, Dubai Media Inc., What's On, Short List, Ahlan & more.
- Launched a two-way online private method of comms between media outlets and clients moderated by the agency.
- Created PR/SM guidelines for clients on a quarterly basis, that helped embed efficient public engagement methods.
- Developed online PR campaigns for clients & agency, increasing positive public sentiment and follower-base by 50%.
- Introduced market foothold reports that showcase a client's market share/share of voice/current market conditions.
- Boosted public engagement with CSR initiatives from clients by 50%, leading onto increased PR value/sentiment.
- Restructured client PR departments to ensure prominent adoption of digital comm channels & SM engagement plans.

EDUCATION

Bournemouth University (UK based) 2012 – 2013

● Master of Arts (MA) in Public Relations

University of Chichester (UK based) 2009 – 2012

● Bachelor of Arts (BA) in Marketing

E-SKILLS & CERTIFICATIONS

KHDA, Google Analytics & AdWords Certification (AstroLabs – 2019)

- Trained in SEM, SEO, Social Media, Email Marketing.
- Able to track conversion rates, and plan digital ROI's.
- Landing page, A/B testing optimization, email drip campaigns.
- Programmatic growth and content marketing tactics.

Group Exercise Fitness Instructor (MEFITPRO – 2014)

Certified in giving exercise classes in various Dubai gyms.
Qualified in providing First Aid & CPR.

OTHER SKILLS & FREELANCE WORK

Welcome Management (England Regional Tourist Board - 2011)

- Certified in customer service training for the Tourism Industry.

Inbound Certification (Hubspot – 2020)

- Tested and skilled in the methodology of Inbound and in applying the flywheel business model.

Official Adjudicator @Guinness World Records (Jan 2021 – present)

- Attend adjudications on behalf of the brand and act as an adjudicator (AKA judge) for record attempts.
- Take on the role of a spokesperson in front of the media on behalf Of the GWR brand.

Faculty member (workshop instructor) & Advisor (Jan 2020 – Jan 2021)

- Brought onboard to act as an advisor and instructor to students on the topics (not limited to) of Introduction to Business in Sports, Marketing and Sponsorship for Sports Events, Sports Events & Facility Management, Public Relations & Media Relations, Sports Law & Risk Management (managing leagues and athletes as well as celebrities), Sponsorship & Corporate Development, technologies in Sports, Sports Entrepreneurship, Sports Tourism