

MUHAMMAD TARIQ NASEER

Address:

DAMAC Executive Bay, Apt #
1903, Dubai, United Arab Emirates

Phone:

+97150 4816656

Email:

tariq.naseer@hotmail.com

Summary

Marketing and Brand enthusiast with 10 years of work experience across MEA. Experience managing and growing teams. Combination of marketing and commercial acumen with well-developed interpersonal skills, with the ability to forge strong relationships with internal and external stakeholders.

Skill Highlights

- GTM Management
- Budget Forecasting
- Content Marketing
- Communication and Negotiation
- Innovative Campaigns
- Project Management

Experience

MContent Crypto, Dubai-UAE (*Dec 2021 to Present*)

Head Of Marketing

- Heading the marketing department of MContent “The World’s First Tokenized Watch 2 Earn Content Ecosystem”
- Mapping and implementing the marketing strategy for the user journey of MContent token holder and content creator
- Functional knowledge of finance, content development and project management
- Identifying and leading end to end process of conceptualizing, development and execution of events and campaigns of crypto and content focused globally
- Marketing budget management towards online and offline
- Core team member in the development of MContent branding and key messaging
- Leading current partnership with Gamers Hub (gaming streaming platform). Planning co-marketing campaigns, activations and influencer campaigns.

MYK Trading Electronics LLC, Dubai-UAE (*Feb 2019 to Nov 2021*)

Marketing Manager

- Defining the overall brand identity and brand strategy for tablet (Exceed) and mobile accessories (Lead) category
- Developing and executing quarterly strategies to build brand awareness and experience through online and offline channels across Gulf
- Appointing vendors/agencies for marketing requirements via RFP process
- Reviewing and analyzing sell-out reports for each category during sales team meeting and proposing marketing tactics to drive results for B2C and B2B customers

Lenovo Mobile Business Group, Dubai-UAE (*Nov 2014 - Mar 2018*)

Marketing Manager Gulf

- Successful launch of a new Smartphone category Phablet (2015) and relaunch of Motorola smartphones (2016) across KSA, UAE, Lower Gulf and Pakistan
- Leading and implementing the first E-Commerce partnership between Lenovo/Motorola smartphones and E-commerce leaders Souq.com
- Digital, Social media, TV, PR and Radio campaign designing and driving implementation with agencies
- Go-To-Market strategy planning and execution of tactical element marketing

- Achieved an uplift with in-store branding visibility by 30% along with improved product display position at key partners retail stores
- Optimizing branding contract rental agreements. Negotiated USD 600k saving on contracts during (FY1617 and FY1718 combined)
- Retail furniture ramp up across the region with permanent retail fixtures across 300+ stores (KDR+IR)
- Budget tracking and management each qtr of estimated USD 20 MN annually
- Sponsored events, exhibitions, and trade show lead from planning to execution
- Reviewing sell out performance through the GFK monthly report in each price band
- Procurement of vendors/agencies in each country for all marketing support required
- Set and monitored sell out targets of all channel promoters across 30 retail outlets

Emitac Mobile Solutions, Dubai - UAE (*June 2009 – Mar 2014*)

Marketing Manager GCC-Blackberry

- Conceived, developed, and executed fully integrated high-impact ATL/BTL campaigns for Blackberry across GCC with operators and retailers
- Developing trade marketing strategy in conjunction with sales lead for each region and alignment with line manager and head of sales
- Budget management and tracking of over USD 5 MN annually for GCC and Pakistan
- Brand and product launches (Pixel Parc and BE Smartphone) from conception, production and implementation

Education

MBA Marketing Major - 2008

Institute of Business Management, Pakistan

BBA Marketing Major - 2006

Institute of Business Management, Pakistan

High School Diploma - 2002

International School of Choueifat, UAE

Awards

Regional Award

Outstanding Go-To-Market Motorola smartphones launch campaign across KSA and UAE (2016)

Global Award

Best EMEA brand transition from Lenovo to Motorola in retail channel across UAE (2017)