



MARKETING

0:00 ————— 9:50

CUSTOMER EXPERIENCE

0:00 ————— 9:50

STRATEGY & ADVISORY

0:00 ————— 7:50

THOUGHT LEADERSHIP

0:00 ————— 9:50

INNOVATION

0:00 ————— 9:50

RETAIL & TELECOM

0:00 ————— 8:00

PROJECT MANAGEMENT

0:00 ————— 8:00

BUSINESS DEVELOPMENT

0:00 ————— 9:00

LIFE CYCLE MANAGEMENT

0:00 ————— 8:50

Naveed Khan

Retail Marketing B2B, B2C
Digital E-commerce Executive



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Reporting Structure

Tamimi Markets (Current)
CIO/CMO – Head of I.T & Marketing

Danube
Director / CEO

Mobilink
Director VAS

Education

Masters
L.L.B. (Consumer Law)
Punjab University

B.A (Social Sciences)
Punjab University

Summary

Performance driven dynamic, creative, winning mindset strategist and result focused Marketing professional with **9+ years** of working experience within the **Marketing & Business development arena**, experienced in implementing **Digital commerce**, Mobile financial services OMNI channel, self-service with social marketing and growth through **Digital Assets** through **Cloud Based** loyalty/digital wallet/retention solution for monetization and business model development for B2C, B2B.

Having expertise in **Strategic Planning**, SEM, SEO (Organic and PPC) Project Management Customer Lifecycle Management (CLM), **E-commerce merchandising**, Analytics Performance & BI, MLM campaign management, and **Digital Self Service channel**.

Industry Experience:

- Retail (Tamimi Markets, Danube)
- Telecom – Voice / Data (Mobilink)
- Govt Organization (NADRA –National Database and Registration Authority)

Professional Experience

Marketing Manager (Nationwide) – Tamimi Markets (May 2014 – todate)

- Leadership for nationwide marketing team (Creative, Marketing Research & Project Management)
- Responsible to execute national advertising plan for all Tamimi Market touch point that includes weekly flyer, product catalogue, seasonal campaign and new product launch.
- Understanding of regional (MENA) business dynamics & updated market knowledge. Anticipating & capitalizing on market trends, identifying profit potential, creating value, & positioning the company's products & services to maximize market share.
- Launching ATLS/ BTLs end-to-end campaign on print, electronic and digital platform, from analyzing customers, building the concept, reading competition moves ... till implementation.
- Making fact-based decisions regarding marketing strategy to develop the product as a brand while designing effective and cost-efficient implementation programs based on Customer basket, retail Competitive analysis, retail Industry trend & Company Analysis.
- Developing competitive strategies, uncovering/ creating new opportunities for future store locations and identifying dynamic and flexible solutions in 24/7 retail environment.
- Created and implemented retail digital marketing strategies to support lead acquisition and brand awareness objectives across the business to include digital advertising, SEO, PPC, Social CRM, Sales leads generation and insight for social listening.
- Rollout KPIs for and collect, analyze, and measure performance data to report on outcome of digital marketing efforts, including successes, lessons learned, and actionable opportunities through ROI and KPIs.
- Measure/analyze performance of all web activity, including traffic, content views/downloads, customer activity and contact growth, as well as digital marketing programs; take action based on analysis; communicate results and action plans to business stakeholders
- Implemented nationwide Standard Digital signage with targeted marketing, time barred and event based on customer segmentation of basket size, geo locations.
- Worked with the agencies to develop the mobile application of Tamimi Markets, fully integrated with the website (available on iOS, Android & Win7, universal application).

Projects	Service Provider	Status
Service Now	Cloudsherpas	<i>Completed</i>
Digital Signage	Philoshopic	<i>Completed</i>
Digital Promotion	NCR	<i>Completed</i>
UPB	NCR	<i>Completed</i>
Loyalty/Gift Card (Cloud)	Philoshopic	<i>Completed</i>
Ecommerce	Freshop	<i>In Progress</i>

Marketing & Strategy Specialist - Danube (Feb 2012 – Jan 2014)

- To manage and establish marketing goals and keep an eye on competition and aligned the strategy to capture the maximum market share.
- To plan in conjunction with the Marketing controller the delivery of consumer communications (primarily press, inserts, DM and door drops) to deliver a high volume of cost effective sales.
- Manage media agency to plan and optimize media to deliver efficient CPRs and CPAs, adopting a test and learn approach to media selection, format and creative inductive plan Create marketing collateral (e.g. press releases, e-newsletters, email communications) to raise awareness as per activities.
- Manage the customer relationship by using personalization tools such as contact center pulse.
- Coordinate the Campaign Planning team to collaborate on the master creative development and mobilize campaigns in the most effective way possible. Responsible to provide weekly sales and performance reports against KPIs and delivers insight back to the business to inform ongoing strategy and planning.
- Manage creative agencies to deliver effective, innovative and best in class direct response advertising that integrates ATL/TTL.
- B2B and B2C background with experience to develop product as per R&D frame work

Projects	Service Provider	Status
Self Service Checkout	NCR	<i>Completed</i>
Online Shopping	In house	<i>Completed</i>
Digital In store Perishable Order	In house	<i>Completed</i>
UPB	NCR	<i>Completed</i>

Specialist VAS (Value Added Service - Mobilink (Aug 2003 – Dec 2012)

- To design, build, implement, operate and manage the VAS services and products
- To provide technical expertise on MMS, WAP, Video Streaming, GPRS, RBT, LBS, VMS and OTA services.
- Develop technical proposals as per the roadmap of product management requisition.
- Conduct and analyze feasibility report from a GSM/GPRS/UMTS/VASP point of view for the VAS.
- Lead the Project and follow up during pseudo execution and implementation of VAS Services.
- Coordinate to implement any VAS Services and interact with Commercial, IT, O&M, NOC, etc.
- Point person to update IT, NOC, Customer Care and Sales team w.r.t to ongoing VAS developments.
- Responsible to make sure that all involved parties, e.g. commercial, IT, O&M, NOC, etc are well informed of deadlines and to follow up on a regular basis to ensure that all milestones are achieved as per TAT
- Developed processes, procedures, activities and programs for accurate recording and reporting of system maintenance, outages and downtimes as per SLAs with vendors.
- Ensure compliance with all applicable policies & regular requirements on Information Security as per GR direction

Projects	Service Provider	Status
Siebel Rollout	IBM	Completed
Mobi cash	Innovation	Completed
RBT	In house	Completed
Direct Debit	Efics	Completed
VAS	Inhouse	Completed

Key Achievements

- Successfully rollout the Siebel implementation as point of contact for marketing department.
- Served as project cord for the first financial mobile application “Mobilink Genie”
- Project lead for **MOBICASH** a value added product under the umbrella of Omni channel.
- Implemented Direct Debit/Online bill payment facility.
- Introduced new value added services i.e. Ring back tone, Dedication service, F&F circle, Blue Label code, VLR Alert etc.
- Successfully rollout the **Digital Self Service** at Danube nationwide with help of NCR. This service is launched first time in MENA region.
- Lead the project with backend support agency and **digital** agencies to develop Danube website, based on an e-commerce platform for online shopping that integrated with ERP of the company (clipper).
- Coming up with creative idea's related to **digital** activities running on multiple channels and sometimes fully integrated with the offline activities that help achieve the various business objectives and received awards.
- Successfully implemented UPB to support digital voucher services.
- Implemented cloud based solution to automate the business process across the company and introduced location based incident automation, service catalogue through Service Now.
- Proposed and implement the digital promotion in ARS to effectively manage weekly promotion, discount, bogo, mix and match and OCD campaign.
- Implement digital solution with XR-7 in perishable department in all Tamimi Markets stores.

Technical Skills

Category	Software / Tool / Technology	Proficiency
ERP Software	JDA, SAP MM, SIEBEL, POINT, CYGENT, Retail Ideas	Advance
Marketing Tool	Siebel, Hotsuite, Crowdbabble, Google Retail Business,	Advances
Applications	Microsoft Office	Advanced

Certifications/Training/Awards

- B2C Innovation Award
- Product Winner Award
- Team Lead of Year
- Six Sigma Yellow Belt Certification
- Transformation of Organizational Empowerment
- Conquering your Projects (Project Management)
- People Managers Toolkit Program
- Guerrilla Leadership

Reference

Will furnish on request