



# SHAHWAR YASEEN

## MARKETING DIRECTOR

### ABOUT ME

Results-driven Marketing Director with 6+ years of experience in diverse industries including real estate, finance, and trading. Proven ability to build brands, drive digital transformation, and execute data-driven marketing strategies to achieve significant business growth. Skilled in strategic planning, brand development, digital marketing, and team leadership. Based in Dubai.

### WORK EXPERIENCE

#### MARKETING DIRECTOR (Jan 2022-Present)

Bandenia | Qurais Group (Dubai, UAE)  
Real Estate, Mortgage, General Trading & Trade Finance

- **Strategic Digital Leadership:** Developed and executed comprehensive, data-driven digital marketing strategies across SEO, SEM, social media, email, and content marketing, driving measurable growth.
- **Multi-Channel Campaign Optimization:** Directed and optimized multi-channel marketing campaigns, consistently improving ROI through rigorous analysis and data-driven adjustments.
- **Team Leadership & Development:** Led and mentored a team of marketing professionals, fostering a collaborative environment and driving team performance.
- **Brand Management & Content Strategy:** Defined and implemented brand guidelines and content strategies, ensuring consistent messaging and enhancing brand presence.
- **Performance Analysis & Reporting:** Utilized analytics to track performance, identify trends, and provide actionable insights to senior management.
- **Website and Marketing Material Management:** Oversaw the design and development of all marketing materials, including websites, social media content, and email templates, ensuring alignment with brand standards.

#### MARKETING MANAGER (Jan 2021- December 2021)

Zainat Alsahra (Dubai, UAE)  
Business Setup & Document Clearing

- **Market Growth:** Drove client acquisition through targeted marketing in the business setup sector.
- **Service Campaign Development:** Created campaigns for business setup, visa, and document services, generating leads.
- **Client & Brand Management:** Enhanced client relations and brand reputation.
- **Digital Presence Optimization:** Improved online visibility via website, SEO, and social media.
- **Strategic Partnerships:** Expanded reach through partnerships with key stakeholders.

### EDUCATION

#### BBA IN MARKETING

Swiss School Of Business & Management

#### ICS IN COMPUTER SCIENCE

PUNJAB COLLEGE (GUJRAT)

#### MATRIC IN COMPUTER SCIENCE

ALLIED SCHOOL (KUNJAH)

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#### Email

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#### website

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#### Address

Al Mankool, Dubai

## COURSES

### GOOGLE ADS CERTIFIED

Proficient in Google Ads Search, Display, and Video, achieving 90% on Google's certification exam.

### GRAPHIC DESIGN DIPLOMA

Comprehensive understanding of graphic design principles and software applications, ITTHUB (Gujrat).

### 3D DESIGN DIPLOMA

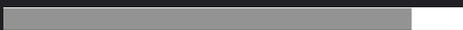
Expertise in 3D design concepts and software, ITTHUB (Gujrat)

## EXPERTISE

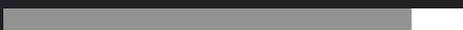
- STRATEGIC BRAND DEVELOPMENT & MANAGEMENT
- DIGITAL MARKETING & CAMPAIGN EXECUTION
- MARKETING LEADERSHIP & PROJECT MANAGEMENT

## LANGUAGES

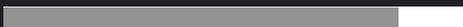
### ENGLISH



### URDU



### HINDI



### PUNJABI



### DESIGNER & MARKETING SPECIALIST (February 2019- December 2020)

ITTHUB (Gujrat, Pakistan)  
Education Institue

- Designed and created marketing materials, including website, social media posts, and email templates.
- Developed and implemented marketing campaigns across various products and services.
- Managed the company's social media presence and created engaging content.
- Analyzed marketing data and provided improvement recommendations.
- Supported the Marketing Manager with various tasks.

### DESIGNER & MARKETING SPECIALIST (2016- 2019)

Fiverr (Worldwide)  
Graphic & Website Designing

- Managed all aspects of freelance graphic and website design projects, including client communication, project planning, design execution, and delivery.
- Developed and implemented design solutions for a variety of projects, including logos, branding materials, website design, social media graphics, and more.
- Maintained a 4.9-star rating on Fiverr with over 100 positive client reviews, exceeding client expectations and delivering high-quality work.
- Acquired and maintained a level 2 Seller badge on Fiverr, demonstrating consistent client satisfaction and exceptional service.
- Successfully completed projects ranging from small design tasks to complex website development.
- Effectively utilized design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) and web design platforms like WordPress and Wix.
- Continuously updated skills and knowledge of the latest design trends and technologies.

## ACHIEVEMENT

### LEVEL 1 & 2 BADGE ON FIVERR

Got level two badge on fiverr due to 99% positive rating from clients of different Graphic And interior Designing Projects.

## SOFTWARE SKILL

Adobe photoshop



Adobe Illustrator



Adobe Indesign



Adobe Premiere Pro



Wordpress



Elementor



Corel Draw



3D Studio Max

