

# SHARIB SUHAIL

Strategic Marketing & Communications Leader | 10+ Years Driving Brand Growth Across UAE, GCC & Global Markets

## PROFESSIONAL SUMMARY

Dynamic and result-driven Marketing & Communications Manager with over a decade of experience crafting integrated campaigns, managing \$500K+ budgets, and driving double-digit growth in brand awareness, customer acquisition, and revenue. Proven expertise in B2B partnerships, PR strategy, digital marketing (SEO, SEM, CRM automation), and media engagement across UAE, GCC, and international markets. Skilled in leading cross-functional teams, scaling brand presence through major platforms like Gulf News, Khaleej Times, Talk FM, and optimizing ROI via data-led marketing strategies. Currently seeking senior marketing roles in the UAE where I can leverage my cross-border experience to deliver measurable business impact.

## EMPLOYMENT HISTORY

### SENIOR MARKETING EXECUTIVE

Hawksford (Healy Consultants Group)

May 2022 - Present

Dubai, UAE

- ◆ Led and executed multi-channel marketing campaigns (digital, PR, content, social), resulting in a **40% YoY increase in brand awareness** across UAE and global markets.
- ◆ Managed a **\$500K marketing and communications budget** for UAE and international operations, **reducing costs by 35%** and **improving ROI by 50%** through data-driven budget optimization and vendor negotiation.
- ◆ Elevated public relations and media visibility by securing high-impact coverage in **Gulf News, Khaleej Times, The National, and Asharq Business**, expanding media reach by **35%** via strategic media partnerships.
- ◆ Built and nurtured **B2B alliances** with major entities including **Ajman Free Zone, DMCC, DIFC, and DWTC**, contributing to a **30% boost in customer engagement** and generating **\$1M+ in new business revenue**.
- ◆ Conducted competitive intelligence, customer segmentation, and pricing analysis, identifying untapped opportunities that led to a **38% increase in qualified lead generation** and customer acquisition.
- ◆ Led and mentored a **4-member marketing team**, driving a **42% growth in LinkedIn followers** (from 35K to 50K) and supporting the sales pipeline through targeted content and lead generation strategies.
- ◆ Planned and executed event marketing initiatives, including **corporate sponsorships, trade shows, roundtables, and client townhalls**, enhancing brand visibility and partner engagement across the MENA region.
- ◆ Improved **SEO/SEM performance**, driving **60% organic traffic growth**, reducing **Google Ads CPC by 25%**, and increasing inbound inquiries through strategic keyword targeting and A/B ad testing.
- ◆ Directed content marketing and brand communication strategy, producing high-quality **videos, brochures, flyers, press releases, and case studies**, aligned with brand guidelines and marketing goals.
- ◆ Amplified brand voice through **earned media and podcast features**, securing guest slots on **Talk FM 100.3, Radio 4 FM 89.1, and Dubai Business Eye**, increasing audience engagement and trust by **30%**.

### DIGITAL MARKETING AND COMMUNICATIONS MANAGER

DigiComet

Apr 2020 - May 2022

Auckland, New Zealand

- ◆ Designed and executed **data-driven digital marketing campaigns** across email, paid media, and organic channels, driving a **65% increase in qualified lead generation** and a **40% boost in customer retention**.
- ◆ Launched **integrated promotional campaigns and client engagement funnels**, directly leading to the **acquisition of 20+ high-value B2B clients** and improving repeat business metrics.
- ◆ Built and implemented **content marketing frameworks**, leveraging **HubSpot and Salesforce CRM automation** to segment audiences, personalize messaging, and **improve marketing efficiency by 35%**.
- ◆ Optimized **paid search and social campaigns** (Google Ads, Facebook Ads), reducing **cost-per-click by 25%** while increasing **ROI on advertising spend by 70%** through advanced A/B testing and targeting.
- ◆ Conducted **in-depth market research and competitor benchmarking**, enhancing brand positioning and refining **customer acquisition strategies**, resulting in a **25% uplift in conversion rates**.

- ◆ **Led global corporate communications strategy**, securing media coverage in **40+ tier-1 international outlets** including *Reuters, AFP, and BBC*, resulting in a **50% increase in brand visibility** and reputation positioning.
- ◆ **Implemented community engagement initiatives** that improved **brand awareness by 30%** and enhanced **stakeholder relationship management by 25%**, fostering trust and long-term partnerships.
- ◆ **Developed and managed end-to-end marketing collateral** (brochures, fact sheets, press kits), contributing to a **25% improvement in brand recall** and alignment across campaigns.
- ◆ **Executed targeted email marketing campaigns** using Mailchimp, achieving a **35% increase in subscriber retention** and boosting **open rates by 20%** through A/B testing and segmentation.
- ◆ **Designed and delivered crisis communication plans**, proactively mitigating reputational risks during sensitive issues and ensuring **brand credibility and trust remained intact**.

#### COMMUNICATIONS ASSOCIATE

*Energy Policy Institute, University of Chicago (EPIC)*

Jan 2018 - Mar 2020

USA - India

- ◆ **Led competitor benchmarking and market forecasting initiatives**, resulting in a **140% increase in website impressions** and a **75% improvement in user engagement** through actionable data insights.
- ◆ **Planned and executed integrated public relations campaigns** that **enhanced brand visibility by 40%** and strengthened media relations with key publications and stakeholders.
- ◆ **Launched 5+ multimedia content campaigns** (videos, blogs, infographics), driving a **30% increase in stakeholder engagement** across digital platforms and donor communities.

### EDUCATION

#### MASTERS IN CONVERGENT JOURNALISM (MACJ)

*AJK Mass Communication Research Centre, Jamia Millia Islamia University*

Jun 2013 - Jun 2015

Delhi, India

#### BACHELORS IN HISTORY (BA)

*Hindu College, Delhi University*

May 2010 - May 2013

Delhi, India

### SKILLS

Strategic Communications, Marketing Campaigns, Digital Marketing, Brand Positioning, Public Relations, SEO, SEM, Content Marketing, CRM, HubSpot, Salesforce, Google Analytics, Social Media, Event Marketing, Budget Management, Team Leadership, Crisis Communication, Market Research.

### COURSES

**FUNDAMENTALS OF DIGITAL MARKETING AND GOOGLE ANALYTICS** | *Google*

**CONTENT MARKETING & PR** | *HubSpot*

**CRM FOR MARKETING** | *Salesforce*

### AWARDS AND ACHIEVEMENTS

- ◆ Middle East Prestige Awards and Small Business Award (2023) for global market expansion
- ◆ Runner-up of the 'DMCC 2022 Social Media Promoter Award' in Dubai
- ◆ Internal member of the POSH committee at the EPIC, University of Chicago, Delhi team
- ◆ Employee of the Month: Jan 2023- Healy Consultants Dubai, April 2019- EPIC, March & August 2017- Indian Express

### LANGUAGES

English (*Native*), Hindi (*Native*), Urdu (*Native*).

### LINKS

LinkedIn: [linkedin.com](https://www.linkedin.com)