

## **SADIA KOMAL RASHID**

From: Karachi, Pakistan

Currently Working: Yangon, Myanmar – Work Permit & FRC

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### **BRAND MANAGEMENT PROFESSIONAL**

#### **PROFESSIONAL PROFILE**

- A multi-talented frontier marketing professional with 7+ years of experience in a variety of industries with a special focus on **Brand Management**.
- An expert in developing marketing strategies based on consumer insights and implementing result based (ROI) campaigns.
- Possess a comprehensive knowledge of the marketing field along with a firm grip on 360 degree integrated marketing communications.
- Ability to work and achieve results in any environment, a fast-paced start up or in a well-established MNC.

#### **AREAS OF EXPERTISE**

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|----------------------------|------------------------------------|
| • Advertising and Branding | • Customer Relationship Management |
| • Corporate Communications | • Brand Activation                 |
| • Marketing Communications | • Media Management                 |
| • Product Marketing        | • Social Media Marketing           |
| • Marketing Research       | • Omni-channel Marketing           |
| • Marketing Strategy       | • Trade Marketing                  |
| • Acquisition and Loyalty  | • Pharmaceutical Marketing         |
| • Channel Marketing        | • Tobacco Marketing                |

#### **EDUCATION**

- Masters of Business Administration, Majors in Marketing – 2011 to 2012, SZABIST
- Bachelors of Business Administration, Majors in Marketing – 2006 to 2010, SZABIST

#### **PROFESSIONAL EXPERIENCE**

##### **General Manager Product Marketing & Comms, Red dot Network Myanmar, 2015 - Present**

*Red dot is the leading Electronic Mobile Top-Up service in Myanmar, also providing bill payment, customer loyalty and customer management services, which have been specifically tailored to the local market. Since launch the Myanmar based company has grown at an extraordinary rate to a network of more than 10,000 retailers, adding bill payment, e-commerce and world first innovative solutions.*

- Reporting directly to the Senior Management Team of Red dot, I am responsible for the following; Overall Brand Management (Product Management), Marketing Strategy Development, Digital Marketing, Traditional/Offline Marketing, Consumer Engagement, Trade Marketing, Public Relations, Merchandising
- Spearheaded the development & launch of all new products/services of Red dot, namely, Red dot Rewards (a consumer loyalty program), Red dot Pay (Bill payment system), Viber Out services, to ensure all aspects of omni-channel marketing to provide a seamless consumer journey.
- Giving management regular reports on all marketing campaigns, controlling the budget and calculating ROI.
- Set up the LinkedIn channel for Red dot to help the Business Development team generate leads.
- Dealing with the Creative Agency and introducing the first ATL campaign for Red dot which laid the foundation for all subsequent campaigns.
- Assisting the Sales and Operations teams in meeting their targets by providing them with supportive campaigns.
- Working in collaboration with all departments within the company to ensure every customer facing team is up to date in order to provide customers the same communication message across the organization.
- Work with project management staff and colleagues to ensure that all content is taken through proper regulatory, quality and legal reviews.

- My works involves regular updates are provided to media outlets to keep the public abreast of all new developments in Red dot while at the same time monitoring the press and maintaining the image of the organization.
- Provide strong leadership, guidance, and support to immediate team members; provide feedback and coaching throughout the development and performance management process.

#### **Brand Manager, Hilal Foods, 2014 – 2015**

*Hilal Foods Pvt. Ltd. is one of the leading confectionery and food manufacturing companies of Pakistan and exporting to more than 20 countries around the world. Since inception in 1957, Hilal Foods is manufacturing high quality products with focus on continuous improvement and Research and Development.*

- Managing five categories and six brands of the company, a portfolio of more than USD 10 million per year.
- Managing, monitoring and controlling the budget for these categories.
- Handling the bottom line of the brands by regulating the Profit & Loss Statements.
- Liaising with internal stakeholders such as Sales, R&D, Production, Planning, Commercial and Finance on a regular basis.
- Dealing with third party vendors such as printers, activation agencies, production houses etc.
- Responsible for key brand elements such as; new developments, packaging, channel strategy, new campaigns, ATL and Digital Marketing Campaigns etc.
- Conducting market visits all over Pakistan on a regular basis to identify market gaps and trends.

#### **Marketing Manager, Ebco Supermarket, The Forum Mall, 2014 – 2014**

*A high-end supermarket, catering to all the needs of a family. The pioneer is bringing the supermarket experience to Pakistan. EBCO has become a household name.*

- Monitoring and analyzing market trends.
- Maintaining and increasing sales/revenue of company's products portfolio.
- Researching and reporting on external opportunities.
- Compliance with all terms & conditions of agreement between EBCO & Sensation, further ensure smooth relationship between both parties.
- Supervising health & beauty section with involvement in product selection till its sales ensure quality assurance.
- Studying competitors' products and services.
- Exploring ways of improving existing products and services, and increasing profitability.
- Identifying target markets and developing strategies to communicate with them.
- Budget management, to deliver all marketing activity within the agreed budget.
- Achieve frequent, timely and positive media coverage across all available media.
- Manage the entire product line life cycle from strategic planning to tactical activities.
- Conduct market research in order to identify market requirements for current and future products.
- Analyze potential strategic partner relationships for product lines.

#### **Assistant Brand Manager, Philip Morris International, 2012–2014**

*PMI is the world's leading international tobacco company, with six of the world's top 15 international brands and products sold in more than 180 markets.*

- Managing and setting the image position of the main volume driver brand – MORVEN GOLD.
- Development and execution of nationwide communication campaigns, from idea development, budgeting, designing, proofing, final production and execution.
- Liaised with Advertising Agency (**Leo Burnett Dubai**), third party vendors and inter-departmental functions such as Operations, Supply Chain, Sales and Consumer Engagement to conduct activities and campaigns.
- Assisting in brainstorming and developing Long Range Plans.
- Working on introducing new touchpoints/communication mediums for in-shop branding and outdoor communication.
- Development of Consumer Engagement (BTL) activities by coordinating with Consumer Engagement Specialist, Activation Agency; Recruitment and Training of Sales Representatives for Consumer Engagement Campaigns.
- Involved in the daily monitoring and planning of sales to ensure effective and timely launch of all promotional campaigns.

- Working closely with Consumer Insights department to conduct various researches on consumer preferences, attitudes and purchasing behavior.
- Regular market visits to check on-ground implementation and BTL activation in Retail outlets, ensuring proper execution to ensure maximum exposure of brands/communication materials.

**Marketing Executive, *Time Magazine*, 2010 - 2012**

1. Lead generation for advertising in TIME magazine.
2. Developing and managing client base.
3. Involved in the **development** and **management** of a marketing based **website** and **social media** to highlight different promotional campaigns conducted in Pakistan.
4. Managing and developing social media content, content for company launched **website**, advertising and marketing based website.

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**CERTIFICATIONS**

- Adobe Photoshop
- Adobe Illustrator
- Google Analytics