

# Sam White

Business Bay  
Dubai  
+971-509857364  
sam.is.my.name@gmail.com

## Experience

JAN 2022 - PRESENT

### **Akasa Air Pvt. Ltd., Dubai -- Head of Marketing**

- Led strategic brand-building initiatives, enhancing Akasa's global brand equity.
- Designed and executed multi-million-dollar advertising campaigns, increasing brand recall by 40%.
- Pioneered digital transformation strategies, improving online engagement and conversion rates.
- Collaborated with cross-functional teams to align marketing with sales and business growth objectives.

JAN 2015 - DEC 2021

### **Dubizzle Pvt. Ltd. , Dubai -- Brand Manager**

- Spearheading marketing strategies to strengthen Dubizzle's brand authority in the UAE's digital marketplace.
- Launched multi-channel campaigns, increasing brand engagement and user acquisition by 40%.
- Developed and executed high-impact performance marketing strategies, optimizing paid media efforts.
- Led cross-functional teams to enhance brand storytelling and user experience through data-driven insights.

AUG 2012 - DEC 2014

### **Coca-Cola Beverages Pvt. Ltd. , Dubai -- Marketing Intern**

- Managed regional marketing campaigns, driving product awareness and sales uplift.
- Executed consumer activation programs, increasing market share in key demographics.
- Developed content marketing strategies that contributed to a 30% increase in online engagement.
- Conducted competitive analysis and consumer research to optimize campaign effectiveness.

## Skills

**Brand Strategy & Positioning** – Developing and executing strategic brand positioning to enhance market presence.

**Digital Marketing & Performance Analytics** – Expertise in SEO, SEM, PPC, and social media marketing with a data-driven approach.

**Go-to-Market (GTM) Strategy** – Leading product launches and expansion strategies for new markets.

**Partnership & Influencer Marketing** – Building strategic partnerships to amplify brand reach and engagement.

## Education

AUG 2010 - MAY 2012

### University of Dubai – MBA in Marketing

- Specialized in Digital Marketing & Brand Strategy.
- Conducted a thesis on "The Evolution of Luxury Brand Perception in the Middle East."
- Led a consulting project for a multinational brand to enhance its regional market penetration.

AUG 2006 - MAY 2010

### American University of Sharjah – BBA in Marketing

- Graduated with honors; coursework in Consumer Psychology and Market Analytics.
- Member of the Marketing Club and winner of the "Best Advertising Campaign" competition.

## Awards

- 🏆 **2021** – Middle East Marketing Excellence Award – Best Digital Campaign (*Emirates Group*).
- 🏆 **2018** – Coca-Cola Global Innovation Award – Regional Marketing Strategy (*Coca-Cola Beverages Pvt. Ltd.*).
- 🏆 **2016** – Top 50 Marketers in the UAE (*Gulf Business Review*).