

Hassan Al-Ahmad

hassan.al-ahmad@email.com | +640-916-8940 | Johannesburg, South Africa

PROFESSIONAL SUMMARY

Accomplished Brand Manager with 3 years of progressive experience in Marketing. Demonstrated expertise in Product Marketing, Go-to-Market, Positioning with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Product Marketing	Go-to-Market	Positioning
Competitive Analysis	Launch Strategy	

PROFESSIONAL EXPERIENCE

Brand Manager | NVIDIA

2023 - Present | Johannesburg, South Africa

- Spearheaded marketing initiatives that delivered 16% improvement in operational efficiency
- Led cross-functional teams of 11 professionals across multiple high-impact projects
- Architected and implemented Product Marketing solutions resulting in \$207K annual cost savings
- Established best practices and mentored 6 team members, improving overall team productivity by 30%

Brand Manager | Square

2019 - 2023

- Developed and maintained go-to-market applications serving 26K+ users
- Collaborated with product and design teams to deliver 9 major feature releases
- Optimized system performance resulting in 29% reduction in response time

EDUCATION

Bachelor of Science in Communications

NYU Stern | 2015

CERTIFICATIONS

- Google Ads Certified
- HubSpot Content Marketing
- Adobe Certified Expert