

Tariq Nazir

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PROFESSIONAL SUMMARY

Accomplished Brand Manager with 10 years of progressive experience in Marketing. Demonstrated expertise in Social Media Marketing, Instagram, LinkedIn with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Social Media Marketing

Instagram

LinkedIn

Twitter

TikTok

Influencer Marketing

PROFESSIONAL EXPERIENCE

Brand Manager | Adidas

2019 - Present | Kuala Lumpur, Malaysia

- Spearheaded marketing initiatives that delivered 23% improvement in operational efficiency
- Led cross-functional teams of 13 professionals across multiple high-impact projects
- Architected and implemented Social Media Marketing solutions resulting in \$233K annual cost savings
- Established best practices and mentored 6 team members, improving overall team productivity by 28%

Brand Manager | Uber

2015 - 2019

- Developed and maintained instagram applications serving 16K+ users
- Collaborated with product and design teams to deliver 9 major feature releases
- Optimized system performance resulting in 50% reduction in response time

EDUCATION

Bachelor of Science in Economics

NYU Stern | 2008

CERTIFICATIONS

- Google Analytics Certified
- Adobe Certified Expert

LANGUAGES

English | Dutch