

AIRIN JOHN

BRAND MARKETING MANAGER

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PROFESSIONAL SUMMARY

Passionate marketing professional with over 5 years of experience in building and scaling brands through data-driven strategies, multi-channel marketing, and impactful storytelling. Proven expertise in leading integrated campaigns, defining brand positioning, and executing strategic initiatives to drive engagement and revenue growth. Proficient in digital strategy, brand management, and leveraging analytics to optimize performance across F&B, hospitality, and tech-enabled services. Skilled at fostering impactful partnerships, enhancing brand equity, and creating memorable brand experiences across digital, social, and in-store channels. Adept in collaborating with cross-functional teams, managing client relationships, and consistently delivering results that drive business growth in fast-paced environments.

Professional Skills: Multi-Channel Marketing | Digital Marketing Strategies | Social Media Management | Content Strategy & Development | Integrated Campaign Management | PR | Performance Analysis & Optimization | Cross-Functional Collaboration | Team Leadership | Project Management | Agency & Vendor Management | Budget Management

Technical Skills: Meta Business Suite | Google Business Profile | Asana | Canva | Figma | PowerBi | Mailchimp | Microsoft Office | Salesforce | Iconosquare

Accomplishments:

- Led cross-functional teams to deliver multi-discipline campaigns, boosting digital share and brand engagement.
- Spearheaded brand activations that earned significant organic PR in major publications including [Time Out Dubai](#).
- Drove high-impact marketing initiatives and new [signature products](#), strengthening brand identity and consumer loyalty.
- Developed a jingle for a forthcoming brand campaign, overseeing and driving concept creation and creative direction.

WORK EXPERIENCE

BRAND MARKETING MANAGER | Kitopi LLC, Dubai

(06/2023) – Present

- Managed a **\$20M brand portfolio**, driving strategic activations and multichannel data-driven campaigns across online, social, and in-store platforms, achieving a **30% YoY sales increase**.
- Collaborated with **cross-functional teams** to develop campaign assets aligned with business objectives, achieving **ROAS of 2.89 for brand campaigns** and **12.9 for tactical campaigns**.
- Led a team of specialists, guiding **budget allocation, campaign execution, and optimization** across markets.
- Delivered timely and consistent **campaign performance reporting**, providing the C-suite with data-driven insights and strategic recommendations.
- Pioneered **tactical communications** on WhatsApp, achieving a **ROAS of 27+**, setting a benchmark across brands.
- Curated **actionable plans from marketing briefs for creative and PR agencies**, optimizing campaign performance, securing press releases, and achieving measurable outcomes, including a **ROAS of 1.7** for the OOH campaign.
- Fostered **key strategic collaborations** enhancing brand visibility and a **33% increase** in consumer engagement.

BRAND & COMMUNICATIONS MANAGER | Wild & The Moon, Dubai

(October/2020) – (May/2023)

- Spearheaded **marketing campaigns**, promotional activations, and product calendars in alignment with the brand's goals, driving a **23% YoY sales increase**.
- Established the regional digital presence, **growing the brand's social media to 12k followers with a 40%** engagement boost through influencer marketing in 6 months.
- Executed tailored **marketing initiatives across the UAE and France, and market entries into the Netherlands and KSA**, boosting brand visibility across **17+ stores**.
- Built strong **cross-functional collaboration practices** between design, strategy, and production teams, ensuring seamless execution, and delivering **ROAS of 13 for core product promotions**.
- Managed multiple **high-profile collaborations** with luxury brands, including Hugo Boss, Valentino, and Givenchy.
- Played a key role in **winning multiple awards** including, Fact Magazine, WhatsOn, PETA, and Leaders F&B.

EDUCATION

M.A. Hons in International Business Management with Marketing | Heriot-Watt University | Dubai.

(2015 – 2019)