



Wasi Ur Rahman k

Product Marketing/Operations/Business Development

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Keen and creative product marketing manager with 10 years of Traditional FMCG brand management experience bringing brands to life through design, messaging, and media. 1+ years of digital marketing expertise managing E-commerce site, Pay-Per-Click and social media marketing & 3 years into other domain including business development. Proven results in marketing efforts.

🛠 SKILLS

Campaign Management Brand Strategy Consumer Research Trade/Consumer marketing
Product launch Social media marketing On page SEO E-mail marketing
Web analytics Client handling Account Management

📁 WORK HISTORY

Head Business Development/Recruitment

PBit Consultants/Henrid Solutions, UK, Canada, Chennai

Generated 1M billing in less than 4 months thru existing and new clients

Responsible for account development, Build long-term relationships with new and existing clients

Overall responsible for Business Development cycle in the respective region for all verticals, right from cold calling to billing

Responsible for bringing in new business/client and handing over to client relationship & delivery team

Executing internal offer letters and client communications thru on word document and extensively using outlook .

Responsible for Client acquisition which involves mapping the market, pitching, contract negotiations and sign up.

Process flow mapping thru visio tool as required.

Meet & engage with Strategic Heads/ HR Heads of various companies to get insights on their people plans

Digital Marketing Consultant(Freelance)

Projects/Clients: Troy Infotech & Troy Abroad, Arrayaandairy, xlurskill

Social media campaign management

Create brand Awareness thru engaging content & target audiences, boosting reach via strategic Ad placements

Audience targeting & AB testing with keywords

Generated leads via Google Adwords website traffic campaigns

FB lead generation campaign

On Page SEO & Prominent WIX website template development

Founder/Proprietor

Besamaj.com(E-commerce Men's t-shirts)

Unique concept visualization & designing

Web side designing and management

Social Media management, FB-INSTGRAM-TWITTER

Product Pricing, & AB testing

Posters/ Content creation & generating website traffic

Over all, Supplier, Product & Brand Marketing/Management

2021 SEP – TILL DATE

PART TIME
(Projects)

LAUNCHED
2019 AUG

Asst. Brand Manager
Omar Kassem Alesayi marketing co, ltd, KSA, Jeddah

- Administered multiple consumer/Trade promotions generating 1.9M sales in value(SAR).
- Product launched and developed sales of Vicenzi brand to 1M in 6 months thru promotions.
- Total brand value supervised worth 30M Saudi riyals
- Product Lunches for brands like Vicenzi, Flipppo Berio, Green Farms

Crafted short- and long-term brand strategy.

Preparing efficient Marketing budgets to achieve brand targets.

Trade/consumer promotion, brand communication management

Analyze, evaluate market trends, consumer trends, competitor activities.

Consumer research (U&A) study thru specialized agencies.

Evaluating retail audit Nielsen reports

Work closely with trade marketing team on modern trade proposal.

Preparing efficient Marketing budgets to achieve brand targets.

Product Manager
National Food Industries company(LUNA), KSA, Jeddah

- Managed No.1 brand in tomato paste tin category & No.2 brand in tomato paste tetra pack category.
- Achieved target growth of 50% YoY in tetra pack category.
- Identified business development opportunity in Southern region.
- Total brand value govern worth 90M Saudi riyals.

Annual Marketing plan for Tomato paste category.

Market share analysis and sales review thru KPI's.

Establish and maintain relationships with individual and business customers and provide assistance with any problems customers may encounter.

Study the objectives, promotions, or needs of organizations to develop strategies that will increase traffic and sales.

Product pricing strategies.

Product line extension planning.

Participate in trade shows/food exhibitions

Develop ideas/plans for merchandise displays.

Marketing Specialist (2008 – 2009) (KSA, Southern & Northern Region)

Identifying business expansion opportunities.

Monitor competition activities.

Closely working with sales team to solve customer's queries.

2007 APR – 2008 APR

Operations Executive- Recruitment Event Management
MeritTrac Service Pvt. Ltd, TN, Chennai

Proficiently and productively been in charge of different teams for managing events for diverse MNC's like Accenture, CTS, HP, Merrill lynch

Organized event management campus/Off campus recruitment in TOP colleges
Headed lateral entry technical recruitment process for MNC's

2004 SEP – 2006 SEP

Order Analyst
Hewlett Packard, TN, Chennai

Recognized with certification as exceptional and outstanding performer award from HEWLETT PACKARD Ltd. for three consecutive months.

Annual Maintenance contract verification, product uploads & QC using SAP platform
Headed New Zealand and Australian front end clients as offshore POC

2020 JUL – 2021 MAR

2002 MAY – 2004 APR

1999 APR – 2002 MAR

OTHERS



EDUCATION

POST GRADUATION PROGRAM IN STRATEGIC DIGITAL MARKETING
Great Lakes, Great Learning-ONLINE

MBA: MARKETING
New College Institute of Management- Chennai

BACHELORS OF COMPUTER SCIENCE
The New College - Chennai

DIGITAL MARKETING BASICS
UDEMY - ONLINE

Nielson certification – Workshop
Category Management
Reading Retail Audit
Consumer Behaviour



LANGUAGES

ENGLISH HINDI TAMIL ARABIC



LICENCE

INDIA KSA