

THOWFE EK NASSER

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Professional Summary

Dynamic & results-driven Business Development and Marketing Manager with a proven track record of achieving substantial revenue growth, market expansion, and enhanced brand management across diverse industries, including trading, retail, and media. Handled a portfolio of clients, achieving a 30% increase in annual revenue through targeted advertising solutions and innovative media strategies. Designed and executed marketing campaigns that boosted foot traffic by 25% and increased sales by 15% in a competitive retail environment. Spearheaded B2B sales initiatives for paper and plastic disposables, resulting in a 30% growth in market share within 7 years.

Work Experience

Business Development Manager 2017 - Present
Al Sama General Trading LLC -Ajman, UAE

- Spearheaded business development initiatives that resulted in a 25% year-over-year increase in revenue, contributing to an annual sales growth from AED 10M to AED 30M within 5 years
- Expanded market share by 25% in the GCC region through strategic partnerships, securing contracts worth AED 30M with top-tier clients
- Designed and implemented a market entry strategy for 3 new product lines, leading to a 20% increase in product diversification and capturing 15% of the target market within the first year
- Led a cross-functional team of 10+ professionals, achieving a 40% improvement in lead conversion rates and reducing the sales cycle by 30%
- Negotiated and closed deals with key industry players, resulting in AED 15M in new business annually, contributing 30% of total company revenue
- Conducted market research and competitive analysis that identified new growth opportunities, leading to a 10% increase in market penetration and a 5% reduction in operational costs
- Supervised a portfolio of 50+ clients, achieving a 95% client satisfaction rate and securing repeat business accounting for 60% of annual revenue

Manager - Marketing 2020 - 2022
The Lulu Group International - Kerala, India

- Accelerated footfall by 25% year-over-year, driving over 10 million visitors annually through targeted marketing campaigns and events
- Boosted retail sales by 20% within 18 months by implementing strategic promotional activities, resulting in additional revenue of INR 50 crore for mall tenants
- Launched and directed over 100+ marketing campaigns, achieving a 30% average engagement rate and a 40% increase in social media followers, expanding the mall's digital presence to 500,000 followers across platforms
- Orchestrated high-impact events, including festivals, product launches, and celebrity appearances, generating an additional INR 5 crore in incremental sales during event periods.
- Adapted and applied the customer loyalty program, increasing repeat visits by 15% and growing membership enrollment by 35% in the first year
- Collaborated with over 200 retail partners to create co-branded marketing initiatives, driving a 20% increase in brand visibility and contributing to a 15% rise in partner sales
- Facilitated a marketing budget of INR 10 crore, optimizing spend to deliver a 50% increase in ROI while reducing overall marketing costs by 10%

- Drove a 30% increase in regional newspaper subscription sales, adding over 10,000 new subscribers within 12 months, contributing to a 15% boost in overall circulation
- Attained a 25% year-over-year growth in advertising revenue, generating an additional INR 05 crore by securing high-value deals with top local and regional brands
- Developed and performed sales strategies that improved client retention by 20%, resulting in 80% of annual revenue from repeat business
- Contracted and closed deals with over 25 new clients, expanding the client base by 20% and increasing market share in the Kochi region by 15%
- Organized and oversaw 10+ promotional events and trade shows, directly contributing to a 20% increase in brand visibility and generating INR 2 crore in new business
- Analyzed sales data and market trends to refine sales strategies, resulting in a 10% reduction in customer acquisition costs and a 15% increase in sales margins

- Led marketing campaigns that resulted in a 20% increase in footfall, contributing to an additional 50,000+ visitors annually and boosting store sales by 15%
- Coordinated with 50+ national and international brands for in-store promotions, generating incremental revenue of INR 5 crore through brand activations and partnerships
- Developed and launched seasonal marketing campaigns that contributed to a 30% year-over-year growth during key sale periods, such as Onam and End of Season
- Stimulated customer engagement by 40% through loyalty programs, email marketing campaigns, and personalized promotional offers, adding 10,000 new members to the Central Loyalty Program yearly
- Organized 12 high-profile in-store events annually, such as fashion shows and celebrity visits, attracting media attention and resulting in a 10% boost in weekly sales following the events
- Collaborated with cross-functional teams (merchandising, visual, and operations) to implement store layouts and promotional displays, resulting in a 10% increase in average basket size per customer

Education

Skills & Area of Expertise

- Sales Strategy & Planning
- Market Research & Competitive Analysis
- B2B Sales & Business Development
- Data Analytics & Reporting
- Product Development & Launch
- Digital Marketing & Sales Integration
- CRM & Microsoft Office Suite
- Online content creation & ads (Google & Meta)
- Supply chain & Vendor management
- Performance Marketing

Awards & Certifications

- Lulu Group International, Most Admired Shopping Centre Launch Award - Non-Metro 2022
- The Times Group, MMCL, Best Performer - South Zone 2016 - 2017
- The Mathrubhumi Printing & Publishing Co Ltd, Club FM 94.3 Biggest Revenue - Single Deal 2013 - 2014
- The Mathrubhumi Printing & Publishing Co Ltd, Club FM 94.3 Biggest Revenue - Single Client 2013 - 2014