

# ADEN SAMUEL

Marketing and Business Development Expert



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Dubai, UAE

## ABOUT ME

An accomplished Marketing Manager and Business Developer with 8+ years of industry proficiency in transforming brands into market leaders. My expertise lies in driving strategic growth initiatives and cultivating strong client relationships. With a proven track record of turning vision into execution, I am poised to elevate your brand and drive sustainable business growth.

## EDUCATION

**Lahore University of Management Sciences (CES)** 2023  
Fundamentals of Data Analytics

**Anglia Ruskin University, U.K** 2019  
MBA in Business Administration

**Government College, Sahiwal PK** 2010  
FSc. Pre-Engineering

## LANGUAGES



C2



C2

## RECENT EXPERIENCE

### Golootlo

**Business Head (Central & North)**  
Jun 23 - Oct 23

The role at Golootlo is to maintain and build merchant relationships, assess team performance, strategize customer acquisition, and implement crucial SOPs for vendor and data management. Furthermore, drive growth through focused marketing, optimize operations, and lead recruitment while prioritizing brand enhancement, efficiency, and market insights for consistent progress.

**Key Account Manager (Central)**  
Aug 2021 - May 2023

As a Key Account Manager, the responsibilities included nurturing valuable merchant relationships and collaborating effectively with cross-functional teams. Practiced strong communication and analytical skills with the merchants and internal team to ensure business growth.

### Papa Johns Pizza

**Marketing Manager (Pakistan)**  
Aug 2018 - Jul 2021

The role of the Marketing Manager was to implement strategic marketing efforts to elevate brand presence, engage customers, increase sales, and ensure sustainable business growth through campaign development and market trend analysis.

## PAST EXPERIENCE

### California Pizza Marketing Executive (Central) Mar 2018 - Jul 2018

Assisted in developing and executing campaigns, managing channels, and analyzing market trends to enhance brand visibility and engagement.

### Careem Pakistan Business Development and Franchise Manager Dec 2017 - Feb 2018

By driving franchise operations, and optimizing processes to ensure exceptional customer experiences, collaborated with partners for business growth, brand consistency and operational excellence within the franchise network.

### Domino's Pizza Pakistan Marketing Executive Oct 2016 - Nov 2017

Executed campaigns, and collaborated cross-functionally for cohesive brand communication, drove brand visibility and engagement.

### Marketing Trainee Officer Jul 2016 - Sep 2016

Gained hands-on experience in campaign execution, data analysis and market research. Collaborated with teams.

### Magic Motors Lahore Customer Relations & Social Media Marketing Manager Apr 2015 - Mar 2016

Provided customer support, addressed individual inquiries. Drove business growth through relationship-building and strategic initiatives.

### Brain Solutions, Lahore Call Center Representative Oct 2011 - Jan 2012

Worked as a Tele-Marketing Representative for Reliance Voxcom Home Security System Canada. Managed incoming calls, generated sales leads, identified and assessed customer needs to achieve satisfaction.

## TECHNICAL SKILLS



MS Word



MS Excel



Zoom/Google Meet/Teams



Adobe Spark/Canva



PowerPoint/Google Slides/Pitch.com



Social Media Marketing

## CERTIFICATION

### ABP (U.K)

Advance Diploma in Supply Chain Management (Level 3)

### EduQual (U.K)

Extended Postgraduate Diploma in Management of Financial Resources (Level 7)

Extended Postgraduate Diploma in Marketing (Level 7)

Extended Postgraduate Diploma in Business Management (Level 7)

### Premier DLC, Lahore

Higher National Diploma in Accounting (Level 5)

### SKANS School of Accountancy, Lahore.

Certified Accounting Technician (CAT)

## INTERPERSONAL SKILLS



Communication



Critical Thinking



Problem Solving



Time Management



Active Listening



Policy Making



Marketing/PR



Team Work



Content Writing



Project Management



Negotiation Skills



Coaching/Mentoring