

Name: Ahmed Sami Ibrahim Essa

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Personal Profile:

A results-driven marketing professional specializing in brand growth, influencer collaborations, and strategic partnerships. Successfully increased direct sales from 18% to 40%, led Ramadan collection launches with Harper's Bazaar and Grazia, boosting brand awareness by 60% and sales by 25%, and played a key role in a product launch that sold out in 15 hours, requiring three restocks to meet demand. Passionate about driving measurable impact and brand success.

Employment:

Marketing Executive

Seddiqi Holding | Dubai, UAE

 Jun 2025 – Present

Managed the marketing activities and brand coordination for leading independent high-horology maisons, including Hublot, F.P. Journe, and H. Moser & Cie, ensuring each brand's identity, craftsmanship, and strategic priorities are consistently reflected across all touchpoints.

- Support regional marketing and boutique execution for independent high-horology maisons, ensuring that brand DNA, craftsmanship, and exclusivity are reflected across all touchpoints.
- Coordinate directly with maison HQ and regional teams to align on strategy, boutique visibility, marketing calendars, and product priorities.
- Led and executed over 15 new product launch photoshoots with 7 creative agencies, ensuring the content aligns with each maison's storytelling and aesthetic identity.
- Assist in organizing Dubai Watch Week, ensuring all independent brands receive strong visibility, accurate presentation, and exceptional brand experience.
- Work closely with the PR team to support and coordinate interviews with brand principals, reinforcing media presence, and consistent brand messaging.
- Collaborate closely with the Digital Marketing Team, Brand Principals, and Brand Management Team to maximize awareness around new launches and existing stock, ensuring strategic focus on key SKUs and storytelling across digital channels.
- Responsible for producing quarterly business reports and a full annual recap to share with brand principals and internal management, summarizing performance, highlights, and strategic learnings.
- Support private client events, collector previews, and brand-led activations tailored for high-horology clients.
- Conduct ongoing boutique visits to ensure merchandising accuracy and consistent representation of each brand's unique identity.
- Strengthen boutique product knowledge through structured sessions focusing on complications, limited editions, and maison philosophy.
- Provide allocation and clienteling support for rare and limited-production pieces.

Assistant Marketing Manager

Apparel Group | Dubai, UAE

 Jan 2024 – Jun 2025

*Managed marketing strategies and execution across **Dune London, Nine West, Naturalizer, Hush Puppies, and TOMS**, ensuring brand consistency, customer engagement, and revenue growth. Spearheaded **social media management, influencer collaborations, digital advertising, and event execution** across UAE, KSA, and Lebanon, while coordinating with internal and external stakeholders to optimize brand visibility and sales.*

- Handled **all customer interactions** across the five brands' social media platforms, promptly addressing inquiries and resolving issues related to online orders, store experiences, and product concerns.
- Secured **media partnerships with Harper's Bazaar Arabia s Grazia Magazine**, boosting **brand awareness by 60%** and increasing **monthly sales by 25%**.
- Improved **customer satisfaction by 50%** and increased **social media engagement by 20%**, enhancing brand credibility and customer loyalty.

- Successfully hosted **150 influencers** across multiple events, maximizing campaign exposure and engagement.
- Developed and scheduled **monthly content calendars** for each brand, ensuring automated posting via **META Business Suite**, optimizing campaign efficiency.
- Acted as the key liaison between **regional managers, store managers, brand teams, and digital agencies**, ensuring seamless communication and execution of **new collection launches** across digital, in-store, and influencer campaigns.
- Streamlined brand alignment for **five product launches**, ensuring consistent messaging and maximizing visibility across all channels.
- Partnered with **internal influencer account managers** to select and manage **relevant influencers** for brand campaigns, increasing reach and authenticity.
- Orchestrated **five Ramadan collection launch events** in **UAE and KSA** for **Dune London, Naturalizer, and Nine West**, amplifying brand presence.
- Managed **digital advertising campaigns** across **META, Snapchat, and TikTok** for all five brands, collaborating with **digital agencies in UAE, KSA, and Lebanon** to optimize performance.
- Ensured that all **contracts for in-mall digital campaigns and OOH advertising** were signed and executed, securing prime placements and ensuring campaign visibility.
- Drove a **fully integrated marketing approach**, combining **digital, influencer, and offline activations** to create impactful brand experiences and increase conversion rates.
- Conducted **comprehensive competitor research** on direct and indirect competitors, analyzing their **marketing strategies, campaign performance, and customer engagement tactics** to provide insights that shaped future campaigns and activations.

Marketing Specialist

6thStreet.com | Dubai, UAE

 Jun 2021 – Dec 2023

Managed marketing initiatives for 6thStreet.com, driving brand growth, digital marketing performance, and client acquisition strategies. Led high-impact brand collaborations, influencer campaigns, CRM activations, and product launches, optimizing conversion rates and revenue. Worked closely with internal teams and external partners to ensure seamless execution of campaigns across multiple platforms.

- Managed **115+ brand client accounts**, ensuring optimal visibility and collaboration opportunities for each partner.
- Created and executed marketing campaigns for leading brands, including **Dune London and Charles s Keith**, resulting in a **25% sales growth** for 6thStreet.com.
- Played a pivotal role in **increasing direct sales from 18% to 40%**, reducing reliance on third-party marketplaces and improving overall profitability.
- Spearheaded the **launch of the All Over Spray product**, which sold out in **15 hours**, requiring **three restocks** and generating a total revenue of **1M AED**.
- Designed and executed CRM-driven campaigns using **push notifications and WhatsApp messaging**, leading to a **10% increase in total sales** by leveraging unique discount codes and targeted promotions.
- Led marketing activations for **six major events**, including **Runwith6thStreet, Glow with 6thStreet, and Ramadan campaigns**, driving customer engagement and footfall.
- Developed a **detailed sales dashboard using Excel and MicroStrategy**, enabling precise tracking of client-driven sales and campaign ROI.
- Monitored and analyzed key performance metrics, optimizing campaign effectiveness and budget allocation.
- Implemented strategies to **lower cart abandonment rates and improve conversion rates**, directly impacting overall revenue growth.
- Led client partnerships for multiple influencer-driven events, ensuring strategic alignment with brand objectives and increasing organic reach.
- Coordinated high-impact collaborations with **regional and international influencers**, boosting brand visibility and engagement.

Education

Bachelor's in Business Administration Marketing
American University of Sharjah 12/2021

Certifications

- **Data Analytics: Dashboards vs. Data Stories** – June 4, 2023
- **Excel for Beginners: Advanced Functions** – December 5, 2023
- **Digital Marketing Tools: Create a Marketing Campaign from Start to Finish** – June 2022

Skills

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| • Social Media Advertising. | Microsoft PowerPoint |
| • Business Development | Market Analysis |
| • Competitor Analysis | Content Planning |
| • Event Management | PR Collaborations |
| • Microsoft Office | Google Sheet |