

# HAMID KAMAL KHAN

Head of Marketing/  
Business Development



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Built several successful brands on the world's leading marketplace, '**Amazon,**' and successfully flipped them for **36X** more than our initial investment.

## CAREER HIGHLIGHTS

Upstream School System, Pakistan

### HEAD OF MARKETING ( MAR '20 - Present )

Reporting to CEO, I am responsible for the overall brand sustainability, strong online presence, building a positive relationships between school and their audience.

Managing a team of 17 Marketing Managers and Designers.

Fixit Roofing, Canberra Australia

### MARKETING DIRECTOR ( JAN 19 - JAN 20 )

Reporting to Brand Owner, I was responsible for generating high quality leads and managing overall brand image.

Made a strong portfolio in the digital upfortn & now they are getting so much business organically through word of mouth.

Prism Electronics, United States

### PPC MANAGER ( MAY 17 - JAN 19 )

Reporting to Brand Owner, I was responsible for selling their High-Ticket electronics products online. The Brand Owner thoughts, It is impossible to sell the high-ticket products online until I have taken the charge and leave his competitors in the dust.

Generated over \$5M in sales in first quarter.

Abbott Cambridge Institute, Pakistan

### SOCIAL MEDIA MANAGER (APRIL 16 - APRIL 17 )

Reporting to Marketing Head, I was responsible for managing social media accounts, including posting on time, responding to queries, and weekly progress reporting.

## ABOUT ME

An experienced Digital Marketing, Brand Building & Management Professional, having **6+ years of experience** in over **12 different industries**.

**Demonstrated Record of delivering results** working in highly competitive environment.

I've worked in highly competitive markets — from early-stage ventures to brands with up to 11-figure revenue — and have managed over \$77M in ad spend, delivering results that go beyond just impressions and clicks. My core strength lies in understanding customer psychology, positioning brands to stand out, and building high-converting campaigns that fuel real business growth.

**Well versed** in Strategic Business Planning, Budgeting, Sales achievement plan, Market Segmentation, Business Scale Planning, Initial Launch Strategy Planning

**Launched** Several Brands in over 6 countries in different marketplaces which includes dozen of products on Amazon.com, Lifebuoy Hand Sanitizer, Vaseline Lip, Pristine Salt (Himalayan Salt), Marries Diapers, Prism Electronics

Besides Corporate life, I am a **Sales Trainer & Business/Brand Development Trainer**. My Objective is to Mentor young lads and help them through the challenges faced in their Professional & Personal Life.

## KEY ACHIEVEMENTS

- Established digital Marketing strategies for various Brands on Amazon, Word Press & Shopify.
- Re-Structured & Redefined Marketing Strategies to bring revenue and generate high profits.
- Have helped my clients to really increase their revenue and overall profitability by 3 to 500% in less than 6 months.
- Successfully flipped over **7+ brands** with a value ranging from **10 to 50** million US dollars.
- Maintained Leadership position in Foil for Diamond despite tough competition from Falcon & Glad
- Gained 25% Market share in 1st year of the launch for Himalayan Salt in 2019
- Gained more than 500 leads for roofing business in Canberra Australia, in the very beginning of its launch.
- Got more than 500 enrollments in cambridge certified school in the very first year through Digital Marketing.
- Generated over **50M\$** worth brands in my overall experience.

# ROLES & RESPONSIBILITIES

## **UPSTREAM SCHOOL SYSTEM - PAKISTAN**

### Head of Marketing

- Leading the marketing team to ensure that each business campaign runs smoothly and successfully achieves its objectives
- Develop and implement marketing strategies to promote the school's brand and enhance its image
- Work closely with teachers, administrators, and other staff to gather information for marketing materials.
- Ensure consistency in messaging and branding across all communication channels.
- Plan and coordinate school events, open houses, and promotional activities.
- Ensure all marketing materials align with the school's brand guidelines.
- Maintain a consistent and professional brand image in all communications.
- Manage the marketing budget efficiently, making strategic decisions to allocate resources effectively.
- Develop and implement communication strategies to keep parents informed about school activities and achievements.

## **FIXIT ROOFING, CANBERRA AUSTRALIA**

### Marketing Director

- Create comprehensive marketing plans to promote roofing services and products.
- Identify target markets and develop strategies to reach potential customers.
- Maintain and enhance the company's brand image in the roofing industry.
- Ensure content aligns with the company's values and resonates with the target audience.
- Monitor and analyze the performance of marketing initiatives to ensure a positive return on investment.
- Develop and implement strategies to generate leads through online and offline channels.
- Collaborate with sales teams to optimize lead nurturing processes and enhance conversion rates.
- Ensure consistent branding across all marketing materials and channels.
- Prepare regular reports on key performance indicators and provide insights for improvement.

## **PRISM ELECTRONICS, UNITED STATES**

### Pay-Per-Click PPC Manager

- Prepare regular reports on key performance indicators and provide insights for improvement.
- Conduct research to identify relevant keywords for selling electronic products online.
- Test and refine ad copies to improve click-through rates.
- Identify areas for improvement and implement changes to enhance campaign effectiveness.
- Analyze and report on the performance of PPC campaigns.
- Monitor competitors' PPC strategies and adjust campaigns accordingly.
- Conduct A/B testing on various elements of ad campaigns (e.g., headlines, images).
- Work closely with marketing and sales teams to align PPC strategies with overall business objectives
- Stay updated on changes and updates to PPC platforms (e.g., Google Ads, Bing Ads).
- Communicate regularly with team members to share insights and coordinate efforts.

## EDUCATION CREDENTIALS

DEGREE	COLLEGE/UNIVERSITY	YEAR
Pre-Engineering in Computer Science	PGC College No.1 Abbottabad, KP	2018
Bachelor of Computer Science	AUST University Haveliyan, Abbottabad	2022

## ADDITIONAL COMPETENCIES

- Expertise in optimizing websites for improved conversion rates through strategic A/B testing and user experience enhancements.
- The Art of Entrepreneurship
- Building Amazon FBA Business from anywhere in the World.
- How to sell like a Pro
- Proficient in Facebook & Google ads for data analysis and reporting to make informed marketing decisions.
- Experience in using CRM tools to manage customer relationships and enhance overall customer satisfaction.
- Collaborative approach in working with cross-functional teams, including developers, designers, and sales teams, to achieve common business objectives.

## PERSONAL PROFILE

Date of Birth: 20-April-2000

Nationality: Pakistani

Country of Residence: Abbottabad, Pakistan, KP 22010

## REFERENCES

To be furnished upon request.