

# TABAY HAMDANI

Branding, Marketing, Retail Strategy and  
ProjectProfessional

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## Professional Profile

An accomplished and success-driven professional specialising in driving profitable growth through proactive account management and business development in competitive sectors, including IT, Airlines, Hospitality, Telecom and FMCG. A Brand Strategy and Management expert with hands-on experience drafting and managing vendor contracts, organising, and recording and maintaining company records to ensure day to day business activities and stakeholder management. Track record of leading digital marketing and social media teams, using modern technology to convey brand communication, and working with Trade Marketing tools for leading and internationally known brands like Coca Cola, Pepsi and Unilever. Experience leading all stages of innovative, branded and revenue-generating events, exceeding client and employer expectations. Successfully acquired sponsorships and brand partners for various events. Produce memorable, premium-quality functions for intimate gatherings and large crowds. Proficient in executing Public Relation (PR) campaigns, including media management, press conferences, government affairs, and media partnerships. Strategic-relationship and partnership-building skills—listen attentively, solve problems creatively and use tact and diplomacy to achieve win-win outcomes. Thrives in challenging, fast-paced, and high-pressure environments by utilising outstanding problem solving, leadership, and organisational abilities.

## Areas of Expertise

- Project Management
- Events Management
- Brand Activation
- Campaign Management
- Strategic Planning
- Contract/Vendor Management
- Account Management
- Operation Management
- Relationship Building
- Business Development
- Event Management
- Customer Service
- Marketing Strategy
- Digital Marketing
- Continuous Improvement
- Team Training & Development
- Retail Marketing
- Problem Solving
- Retail Capacity Building
- Negotiation/Persuasion
- Multitasking/Time Management
- Collaboration/Teamwork
- Critical/Analytical Thinking
- Flexibility/Adaptability

## Key Achievements

- Established two new business units, Including creative design and Below The Line activation Unit
- Utilised exceptional negotiation and persuasion skills to secure a contract for World's Biggest Book Sale in Pakistan and successfully managed the 24/11 operations of the book event of exhibiting over 1 Million Books
- Generated a business of PKR 120M as a consultant for Laffair Marketing Concepts.
- Successfully established retail marketing channels and key accounts for Coca Cola, GSK and Unilever, including IMTs, LMTs and general trade.

## Career Summary

### **Business Development and Marketing Strategy | Consultant**

2020 –

 Marksman Consulting Private Limited, Islamabad, Pakistan

#### RESPONSIBILITIES

- Developing effective strategies to setup the Private Limited Company and acquire accounts to generate business.
- Planning and coordinating regular meetings with active and prospective new clients.
- Creating and maintaining updated Pitch Decks and client profiles.
- Establishing good contacts in Government departments for B2B and B2G project sales.
- Designing and implementing B2B& B2C marketing tools to increase market share and visibility.
- Plan and launched **Solar Power Solutions** in Government and Private Sectors.
- Negotiated a BOOT project backed by German OEMs and investing company.
- Liaison with all internal and external Stake holder.

 **Business Development & Marketing Strategy | Consultant**

2019-2020

 T.A.G.S Solutions , Islamabad, Pakistan.

**RESPONSIBILITIES**

- Developing effective strategies for company setup and acquire new accounts to generate business.
- Preparing persuasive **B2B** and **B2G** marketing strategy presentations to prospective clients.
- Planning and coordinating regular meetings with active and prospective new clients.
- Creating and maintaining updated client profiles.
- Establishing connections and maintaining good relationships with the government departments.
- Designing, Planning and Implementing all creative collaterals of the company.

 **Head of Business Development and Marketing Strategy**



2018 – 2019

 L'affair Marketing Concepts, Lahore, Pakistan.


**RESPONSIBILITIES**

- Developing effective strategies for existing accounts to generate business.
- Preparing persuasive (360) marketing strategy presentations to prospective clients.
- Planning and coordinating regular meetings with active and prospective new clients.
- Creating and maintaining updated client profiles.
- Establishing plans for client companies to achieve profits while reducing costs.
- Designing and implementing B2B& B2C marketing tools to increase market share and visibility.
- Retail channel and capacity building strategy, planning and implementation for LMTs and IMTs

 **Managing Director | Client Services | Marketing Strategy**



2015 – 2018

 Five by Five Communications (PVT.) Ltd, Islamabad & FZC, UAE


**RESPONSIBILITIES**

- Developed successful advertising campaigns while meeting set timelines and budgets.
- Performed in-depth research to identify the target audience and addressed all marketing channels.
- Planned regular meetings with clients, and assessed and addressed their requirements, aims and objectives.
- Collaborated with creative teams to present client requirements within their budgets.
- Created eye-catching messages and tone for advertising campaigns.
- Constantly identified and explored new business opportunities while maintaining strong relationships with existing clients.
- Employed exceptional leaderships to recruit, train and manage high performing team.
- Kept accurate records, reports, and returns while performing other administrative activities.
- Managed office operations and documented the board of directors meetings.

 **Manager Strategy and Business Development**



2014 – 2015

 M/s Media Gurus, Karachi, Pakistan

**RESPONSIBILITIES**

- Oversaw brand activation activities for experiential marketing operations and strategy development.
- Successfully managed an OOH regular media campaigns for Hewlett Packard & Philips Pakistan while enforcing international marketing stands.
- Directed the augmented reality-based brand activations in Pakistan, and developed advertising material and creative concepts.
- Worked closely with clients' regional marketing teams, sales teams and distributor team to plan, sell and implement brand promotional programs in assigned key accounts.
- Liaised with promotional agencies to conduct objective training before any interactions with customer/trade and franchise departments.
- Spearheaded and monitored the national visibility and merchandising campaigns for multiple clients.

## **Project Coordinator**

2013 – 2014

 Hawthorn Hotel and Suites By Wyndham, Dubai

### RESPONSIBILITIES

- Planned and coordinated activities of marketing agencies to initiate pre-launch functions.
- Ensured alignment of installation activities with the Department of Tourism and Commerce Marketing (DTCM) guidelines while coordinating with regulatory authorities and facility managers.
- Actively participated in client-vendor meetings on project proposals, RFPs and draft tenders.
- Generated project management charts for site meetings and issued minutes of the meeting to the project team.
- Closely followed the progress of projects and provided quality assurance on works performed by design disciplines/trades.
- Conducted project scheduling, and monitored project catch-up plans for delays and budget management.
- Provided accurate and relevant project information to the Project Director and project management team.
- Thoroughly reviewed field inspection reports from consultants throughout project lifecycle.
- Issued letters of Intent and Purchase Orders.
- Assessed market trends, studied competitors' products/services and produced competitive marketing plans.

## Additional Experience

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- **Sole Proprietor**, M/s Five By Five Communications, Karachi (2010 – 2013)
- **Manager Events and Activations**, DHA Services, Karachi, Pakistan (2009 – 2010)

## Education

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- **MBA, Marketing**, SZABIST Karachi Pakistan (2011)
- **BBA, Marketing**, SZABIST Karachi, Pakistan (2009)

## Professional Development

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- Principles of Marketing SKANZ, PK
- PR & Crisis Management BI Group, UAE
- Creative Ideation & Management
- Sales Team Building & Communication Skills GlaxoSmithKlein, Pakistan
- Professional Trainer

## Additional Experience

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**IT Skills:** MS Office Suite (Word, Excel & PowerPoint), Adobe Photoshop

**Languages:** Fluent in written and Spoken English, Urdu and Punjabi.