



WASEEM BELUSHI

E.com Head | Retail Director | Project Manager

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 BSc MIS from London School of Economics

 English, Arabic and Persian

 UAE Driving license and Own CAR

20 Yrs GCC EXP
22 CERTIFICATES
18 RECOMMENDATIONS
5 AWARDS
10 Internet Projects
SSI Index Top 1%



Profile Summary

- Business Development within GCC and 22 years' experience in UAE
- Use of Smart and Strategic Digital Marketing Tools to Increase Market Share
- Brand and Sales Management Expertise
- Managed over 200 stores for Major Brands like Nokia, Beats By Dre and Virgin Mobile
- Managed Major Regional Retail Giants like Carrefour MAF, Lu Lu Hyper Market, Virgin Mega Store, Apple Stores, Jarir Book Store, Axiom Telecom and Landmark Group.

Industry Exposure

Retail Consumer Electronics B2B, B2C, Omni Channel (Online, Brick and Mortar)

Real Estate, Construction, Engineering and Oil & Gas

Hospitality, F&B, Pharma, Organic Health and FMGC

Luxury, High Street, Slow, Sustainable Fashion Online.

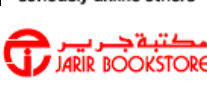
Multi National Co. Experience



Start Up Projects Lunched



My Clientele B2B



Employment Summary

IML Group Experience:

- Team Leader for **Virgin Mobile UAE** (2016 to 2019)
- Brand Executive for **Nokia Consumer Products GCC** (2010 to 2013)
- Project Manager for **LEXMARK Printing Solutions ERP/ ICT** (2008 to 2010)

Self Employed : E-Commerce/ Digital Marketing Manager (2015 to onwards)

Major clients like Promate, Anker, Bandai Namco, Souq, Noon.com, AliBaba, Amazon, Ebay, Lifestyle Nutrition, Shopify and Big Commerce.

Monster Middle East: Key Account Manager (2013 to 2015)

Al Futtaim Group Company: Category Executive (2006 to 2009)

LG Electronics : FlagShip Showroom Manager (2005 to 2006)

For More Details Check the following Pages

Professional Experience



GameShark.ME



E-Commerce manager
Digital Marketing



Sep 2015 – Current



- Managed all content and branding activities & strategies relating to the marketplace e-commerce platforms.
- Responsible for all online communications, SEO, SEM and social media as ways to grow the customer base.
- Responsible for improving the UX/UI design, usability, content of the platforms to improve sales growth and product performance.
- Review technologies and explore new developments in the digital landscape to find ways to effectively deliver the business objectives.
- Generate online sales & acquisition and to conduct the required analysis of the campaign online metrics in order to align strategy and drive performance of the digital platforms.
- Conduct digital marketing research regularly and influence changes in products and communications accordingly.
- Cover all aspects of digital marketing including content creation, SEO analysis, banner ad PPC, relative ad content development, keyword development economic research, E-mail marketing, online PR using tools such as Google Analytics, etc.
- Lead a wide variety of Social Media activities to achieve brand visibility on different online platforms for business including LinkedIn, Twitter, YouTube, Facebook, Instagram, etc)
- Manage all social media campaigns and day-to-day activities including online advocacy, community-outreach efforts, and promotions, posting on relevant blogs, and seeding content into social applications as needed.
- Manage Bloggers outreach program and build an active brand ambassador network to spread the word about the business.
- Create benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns to maximize results and after agreeing the score card.
- Regular feedback insights gained from social media monitoring to the relevant stakeholders
- Monitor trends in social media tools, trends and applications and recommend those which will build and grow the business.



Team Leader



Nov 2016 – Jun 18(1 yr 8m)



- Launched accounts like LULU Hypermarket, Carrefour, Spinneys, Axiom and Virgin MegaStore
- Created an inspiring team environment with an open communication culture
- Set clear team goals Delegate tasks and set deadlines
- Overseeing day-to-day operation
- Monitor team performance and report on metrics and motivate team members
- Discover training needs and provide coaching
- Listen to team members' feedback and resolve any issues or conflicts
- Recognize high performance and reward accomplishments
- Encourage creativity team building activities



Monster ME UAE



Regional Manager



Apr 2013 – Sep15 (2 yr 6 m)



- Successfully registered full product line of Beats with all Apple premium resellers.
- Drove business growth by introducing a three tier reseller program which represented an optimal blend of mix management and product merchandising planograms.
- Established an integrated approach by instituting a Channel Marketing Program that ensured improved and sustained business performance.
- Developing strategic relationships and formulating tactical account plans in order to create business associations yielding profitable account development and growth.
- Endeavoring professional and productive relationships with key accounts by regular store audits in lieu of achieving prescribed KPI's and revenue specific objectives.
- Serving on-going technical support and product knowledge to customers while ensuring timely delivery of solutions in line with customer's expectations.
- Coordinating services of other departments/ company personnel's in order to provide deliverables that best meet brand's standards of excellence.
- Computing forecasts and key account metrics while integrating strategic planning with account management for sustained business growth and long-term revenue opportunities.
- Providing constructive feedback to seniors on target achieved; performance and account status along with market intelligence for strategic decision making.
- Aiding integral support and training to retail staff/ managers; advising on performance enhancement to increase revenues/profitability and deliver outstanding customer service.
- Presenting innovative ideas for retail visual merchandising policy that advances visual appeal and maximizes foot-fall in the store.
- Contributing towards continuous improvements in sales strategies concurrently developing new training materials to align staff activities and service offerings with ever-changing technology and business environment.



Brand Ambassador



Apr 2010 – Apr13 (3 yr 1m)



- Nominated UAE as premier country for Nokia brand shopping experience
- Advocated best practices & striven to establish an environment conducive to overall growth
- Structured & instituted an independent expert review panel on Nokia products for the first time
- Provided leadership to sales team; deployed strategies that generate consistent profitable growth in sales revenues while ensured uniformity in execution of sales programs.
- Served as an expert source for sales training programs, crafted a learning curve for sales staff & organized requisite resources to commission effective learning programs.
- Leveraged knowledge pertaining to market dynamics, competitor's offerings, current trends & demographic specifics for merchandise display & point of sale material.
- Attributed key driving factors & formulated a competitive pricing policy that optimizes sales as well as maintains organization's profit interest.
- Advised senior management for modifying sales/ marketing operational plans to increase revenues/profitability by regularly presenting a variety of technical/ management reports.
- Cultivated mutually lucrative relationships with Carrefour Section managers & earned exclusive store branding that accelerated brand positioning objectives.
- Ensured clear communication pertaining to service terms & conditions; evaluated team's sales/ operational performance, identified key issues faced & offered strategic recommendations on performance enhancement & target attainment.



Project Manager



Oct 2008 – Mar 10 (1 yr 6m)



- Advanced organizations reach, sales volume & market share by introducing B2B channel concept as a strategy conduit between UAE Government companies & key ICT players.
- Systematized & updated databases & acquired new business from 200 frozen business accounts.
- Evaluated market, established industry networks & solicited enquiries in order to build a database of potential customers contacted & communicated effectively with these customers in lieu of assigned business targets.
- Conducted meetings & made presentations whilst providing support, information, & guidance on organizations product/ service offerings.
- Meticulously followed-up each lead & presented competitive quotations. Negotiated tactically & devised solutions that balance between business acquisition while maintain requisite profit margins.
- Collaborated with other departments in the organization to ensure seamless conversion from prospect to materialized business.



Category Executive



Jul 2006 – Sept 08 (2 yr 3m)



- Advanced automation of critical business processes & augmented productivity, efficiency & accuracy while yielding AED 2.2 million of debits within a short span of two months.
- Forecasted demands/quantity of products in the assigned category to be procured to meet the business needs while kept a constant check on stock levels to maximize business efficiency.
- Explored market & availed best products at competitive prices by negotiating extensively with suppliers on cost, margin, quality & delivery requirements.
- Prepared & processed requisitions & purchase orders, maintained appropriate records & verified receipt of all goods in line with desired quantity, quality & price.
- Resolved any queries/disputes regarding unacceptable or defective goods & settled supplier payments concurrently maintained a continuous positive relationship with them.
- Facilitated in smooth execution of any campaigns/promotions/discounts to promote slow moving items, maintained a formal follow-up & routinely updated seniors on the impact of such events.



Showroom Manager



Mar 2003 – Jun 06 (3yr 4m)



- Strategized brand positioning plans which amplified margins by 90% & attachment selling by 1:1 ratio in the TV Hi Fi section.
- Integrated strategic planning with day-to-day show-room management activities to enhance customer experience, improve satisfaction & thus maximize revenues/ profits that helped the company win the Dubai Excellence Award.
- Evaluated customer's requirements; recommended appropriate suite of products that also satisfies client's budget & delivery time-frames.
- Negotiated effectively & ensured business & profit maximization. Offered best in class customer service/ after sales support to foster repeat business.
- Worked in close coordination with team members & other ancillary support functions to ensure smooth accomplishment of organization business development objectives.

Professional Training and Education

EXECUTIVE TRAINING

- Time Management Workshop in **Al Futtaim Training Centre**- UAE June 2008
- Cooperate Sales Training by **Al Futtaim Training Centre**- UAE August 2007
- Attachment Selling & Exceeding Customer Service **Monster Cables** – UAE March 2006
- LG PRODUCT TECHNICAL TRAINING at the **LG Training Centre** – UAE Year 2005



Learning Certifications

- Social Media Marketing: Social CRM
- Guy Kawasaki on How to Rock Social Media
- Google Analytics Essential Training
- Building an Integrated Online Marketing Plan
- WordPress Essential Training
- WordPress Ecommerce: WooCommerce
- SEO Foundations Certification
- Online Marketing Foundations
- Salesforce Lightning Essentials: First Look
- Online Marketing Foundations
- Writing to be Heard on LinkedIn
- Marketing Foundations: Growth Hacking
- Content Marketing Foundations
- Event Planning Foundations
- Facebook Marketing: Advertising
- Event Planning Foundations
- Content Marketing Foundations
- Project Management Simplified
- Sales Management Foundations
- Identify Sales Growth Opportunities
- Lead Generation Foundations
- Writing Article

Recommendations



ADITYA GHOSE

Regional Head, MEA Region

July 23, 2020, ADITYA was a client of Woz's

Mr. Waseem, is an expert in his field of expertise. He has been a superb motivator and always ready to accept any challenges.



Tony Haddad

Retail Operations Manager at Samsung Gulf

December 13, 2017, Tony was a client of Woz's

Had the honor to work with Waseem during my previous job. Waseem was dealing with Beats headphones and monster products and he took them to any new level in the market... he is professional and got the passion in what he does... His honesty and ethics make him the perfect person to work with...



Said Younes BBA, CPCA®, RRC®

January 8, 2013, Said Younes managed Woz directly

Mr. Waseem, was a very strong caliber in Al Shomool Team. His integrity, dedication & hard-work were most helpful to our business. I would definitely recommend his for any job with innovation & creativity. I wish him all the Luck in his future Life.



Eusebio Dsouza

Field Force Manager - Dyson at Jumbo Electronics Company Limited (LLC)

January 28, 2013, Eusebio worked with Woz in different groups

Waseem demonstrates strong leadership Skills, Communication Skills and Problem solving skill. Working with Waseem constantly sets markers and goals for himself and strives to achieve them, in the process of which he manages his personal development.

Research and investigations are a big part of Waseem's success so far and Hard work along with a committed and dedicated approach will see him to Success.