

24th Jan 2025

Dear Sir/Madam,

Subject: Applying for ‘Senior marketing role’

(I am based in Riyadh & actively looking for a new opportunity in marketing. Kindly review my application. Thank you)

This is in reference to an exciting opportunity for a ‘Senior marketing role’ in your esteemed organisation.

Why am I interested in this role?

I am particularly interested in this role as the job description very well matches with my marketing experience and expertise. Here are some examples to depict the same:

- **Recent position: Senior Marketing Manager (Digital / Shopper Marketing)** Meridian peanut butter / Rocks drinks
- **FMCG experience:** I have 15+ years of experience with renowned FMCG companies e.g., Unilever, KP Snacks, Osem (A division of Nestle), Alpro UK, GSK Consumer etc. Below is the document showing some examples of my previous work.



- **Brand Vision, Positioning & Strategy experience:** I developed strong **insight-based propositions** & hence robust brand architectures & thus robust brand plans. Few examples are:
 - ✓ Phileas Fogg – Insight: Consumer are looking for more flavours when they are on the shelf. Proposition: Exciting taste experiences from around the world
 - ✓ Dove Hair Care - UK Consumer Needstate/Insight: People often damage their hair through various treatments. Proposition: Dove protects your hair from Root to Tip keeping ‘Damage Care’ at its core proposition for hair care range
 - ✓ Pearl Drops: Insight – Even though consumers think it as a ‘toothpolish’ however they want a PD ‘toothpaste’ as it’s more credible than regular toothpastes in the market.
- **Led NPD/Innovation** to develop insight/research based differentiated, sustainable product offering in:
 - ✓ KP Snacks, UK => Phileas Fogg – Rolled out a range of snacks product (6 SKUs) going through all the Stage Gate process. Achieved £11m RSV, 75% Distribution and 12% Penetration in less than a year of full launch
 - ✓ Unilever UK Limited
 - Rolled out Dove relaunch plan through an extremely fast Stage Gate process (in just 6 months of my joining the business)
 - Rolled out Timotei relaunch plan after 4 months of joining the business
 - ✓ Shield Corporation => Developed Shield toothpaste & Shield ‘Baby Care ‘Blessings’ range (Total £3.5m in 2 years)
- **Digital marketing campaigns:** Campaigns were focused mainly on blogging, Influencer activity (Instagram), website management & SEO, Social Media etc. Examples:
 - ✓ Nurtulac Strategy is to drive the brand sales through Amazon
 - ✓ Dove Strategy was ‘Awareness’ & ‘sales driven’ by E-Commerce
 - ✓ Phileas Fogg Strategy was for ‘Recruitment’
 - ✓ Flora Pro Activ Strategy was for ‘Trial’ & ‘Engagement’
- **Communications/Campaign management:** I have developed the Concepts based on killer insights & hence finalised strong claims that provided the foundation for effective communication programmes (ATL & BTL i.e. TV, Press, PR, Videos, Social Media, E-Commerce, Digital and Shopper marketing).

- **Man Management/Leadership:** I helped the immediate team in the development of their workplans, setting priorities, coaching & mentoring and establishing KPIs & reviewed on a regular basis. Also provided guidance on developing medium to long term brand plans.
- **Stakeholder Management:** I have always developed strong formal and informal relationships that helped me achieving my goals.
- **P&L responsibility:** In all the roles, I have managed P&L and focused on the business profitability by pulling different levers of product mix, pricing strategy, A&P, cost structure.

Hopefully this explains my interest for this exciting role. Really appreciate if you kindly consider me for it.

Kind regards,

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CAREER OBJECTIVE

To secure a challenging position in a dynamic organisation where my potential can be utilised to the fullest and prove to be indispensable asset, meet challenges leading to mutual benefit.

EXPERIENCE

All UK roles are contractual assignments.

Kent Business School (KBS), BPP, UEL & Roehampton University

May 2022 - Jan 2025

Visiting Faculty Lecturer - Marketing & Communications



- Designing, developing and producing learning and teaching material relevant to the industry and deliver different modules to the students
- I have taught numerous modules such as International Marketing & Brand Management, New Product development (NPD) / Innovation, Emerging IT Trends for Digital Marketing, Global Marketing & Sustainability, Foundation of Marketing Course, The Business Project, Business Readiness, Professional Exchange & Applied Research; Marketing in Digital Age and Corporate Social Responsibility etc.
- Managing assessments (Formative & Summative)

3V Natural Foods (Meridian Foods)

Nov 2021 – April 2022

Senior Marketing Manager - Digital & Shopper (Meridian peanut butter & Rocks drinks)



- Meridian – Evaluating & formulating digital marketing plan & online marketing activation plan for the newly launched brand i.e., Meridian Chocca Peanut Butter. Facebook (v last month): Impressions +11%, engagements +5%, total audience +0.5%; Instagram: Impressions +20%, engagements +12%; Twitter: Impressions +3%, engagements +1%, total audience +0.2%
- Rocks drinks - Development of the Rocks sell-in deck in 1.5 months' time together with the project launch plan for each retailer

Searle UK Limited

Sept 2020 – Nov 2021

Head of Marketing -Digital (Reporting to MD)



- Driving the **Nurtulac** baby cereal brand (www.nurtulac.co.uk) – a newly launched brand
 - ✓ **E-Commerce / Digital Strategy:**
 - Developed & activated the brand campaigns of Nurtulac through social media activation & developed holistic E-commerce strategy.
 - Developed the Nurtulac website from scratch (www.nurtulac.co.uk)
 - Results: Amazon sales 5,000 units (target 3,000 units), CTR 4% (KPI: 3.5%), CPC 45p (KPI: 55p)
 - ✓ On-ground sales: I was able to roll out £15,000 units through various shopper marketing activities
 - ✓ **Man Management:** 2 people are reporting to me. 1 Sales manager & 1 Digital Marketing Manager.

Osem UK (A division of Nestle)
Senior Marketing Manager (Reporting to CEO)

Nov 2019 - Sept 2020



- Launched **Strategic launch plan** for Bamba (snack brand). It includes **category / brand strategy, 3 – year P&L, Route-to-market strategy** etc. **Key success:** Launched the brand in 6 months of joining the business
- Development of the **3-year P&L** for Nestle Fitness Bars (Cereal brand) by listing down the ROS, distribution, pricing/promo & volume assumptions
- Development of **activation plans** in conjunction with the sales team
- **Budget Management:** Since its SME, hence I had to developed POS material based on a limited budget of £15k. Insight: POS at shop level works really well in the stores for snack brands as these are of impulse nature. Hence, I developed pallet shrouds (100) & Pre-filled Stands (250) to drive sales. Also, I developed 40 Presentation Boxes in order to engage & get the buyers excited.
- **Result:** Launch was made OTIF with an immediate order of 40,000 units from 3 customers in Aug '20 & 3 Mults buyers have agreed to have sales presentation done.
- **Man Management:** 2 people reporting to me. 1 ABM & 1 sales & marketing person.

Searle Healthcare UK Limited (Food)
Head of Marketing – Start up (Reporting to MD)

June 2018 - Nov 2019



- **Launched 'Nurtulac' baby cereal brand** in the UK Independent sector (www.nurtulac.co.uk).
- I developed the brand's **business & marketing strategy, Innovation/NPD line up & communication programme.**
- Development of **P&L** for the business calculating the size of opportunity, break-even of the business in 3 years with an estimated market share of 3%

Transport for London (TfL)
Digital Marketing Manager

March 2018 - June 2018



Key Achievements

- **Drove & evaluated Partnership Campaign (TfL & Time Out)** by comparing the results against KPIs / Benchmarks, highlight successes and notify of key learnings for future projects. **Key Successes:** 10% took more journeys compared to the previous 3 months
- **Digital Activation results:** Real Life Video total views +15%; Instagram total engagements +52k (Influencer activity), CRM CTR 3%
- **External agencies:** Day to day working with external parties (VCCP & Wavemaker)

Hain Daniels Group (Tilda Rice UK Limited)
Brand & Digital Marketing Manager – Tilda Microwaveable rice

April 2016 - April 2017



Key Achievements

- **P&L management:** Identify the sources of growth (mainly from mults), I promoted high margin SKUs in selected mults (Tesco/Asda/Morrisons) and drove the profitability of the segment from 6% to 11% in 2016/17
- Optimised the segment **Brand Plan** 2016/17 and got it approved in 2 months' time of joining the business. Developed the **portfolio strategy & activation plan** and provided +11% growth on last year.
- **Responsible for 2 BMs** (Development of their workplans, setting priorities, establishing KPIs and reviewing them on a regular basis)
- **Digital experience:**
 - ✓ I used Facebook to spread the message of a recent overhaul of the website & ran competition to drive traffic (New visitors: +6,000 in 4 months)
 - ✓ Google Analytics: The insight was that people are looking for more 'hot recipes' hence I focused on Mexican/Firecracker variants and increased the traffic by 10,000 per month hits in 4 months' time.

Church & Dwight UK Limited

Marketing Manager – Oral Care (Arm & Hammer toothpaste and Pearl Drops)

Sept 2015 – Dec 2015



Key Achievements

- Develop the **Pearl Drops 3-year P&L** (2016-2018) to depict a **37% growth** agreed with Finance & Sales against a backdrop of declining sales globally in the last 5 years. Convince the regional team to launch a toothpaste to supplement the whitening range
- Developed & finalised **Communication Strategy / Plan** within 2 months of joining the business
- Insight / Research experience:**
 - ✓ Pearl Drops Dissolvable Strips => Appeal went up from 7.5 to 8.5 & Purchase Intent went up from 7 to 8.2
 - ✓ New Pack designs for Arm & Hammer => Focus Groups (Wendy Dunn)
- Responsible for a team of 7** i.e. 3 SBMs, 2 ABM, 1 on insights and 1 on Digital Engagement



Alpro UK Limited

Senior Brand Marketing Manager – Milk & Juice (Dairy alternate)

Jan 2015 to June 2015



Key Achievements

- Pricing & Promotional activity:** Delivered 2% increase in profitability against target by implementing Pricing & Promotional Strategy for the business by working closely with the local Business Operations, Sales & Finance team.
- Responsible for a team of 5; 2 BMs & 3 ABMs**
- Digital experience:**
 - ✓ Google Analytics: Insight was that consumers are searching for 'alternate milk drinks' or 'plant based' hence took these key words and made sure that these are on the front of the website page plus consumers were looking to get answers to their queries hence I introduced 'Contact us' / 'FAQs' page on the first page to engage proactively with them. The satisfaction level of consumers increased from 65% to 70% (on 'Excellent' level) through the Customer Care Team.
 - ✓ Social Media Strategy (Facebook/Twitter/Instagram): The focus was more on 'Engagement' (as recruitment was happening naturally)

Premier Foods Limited

Senior Brand Marketing Manager – Cadbury Desserts (NPD)

June 2014 to Nov 2014



Key Achievements

- The launch of Cadbury desserts was at stake as the project was giving -15% loss. I developed the **commercial P&L** for all the 3 SKUs with the help of cross-functional team and got it approved with +5.7% Profit. The range was projected to be **£5m RSV** brand in 3 years. Drivers I pulled were: Removal of 1 SKU that was giving a loss of 20% due to its packaging, cost optimisation and realistic sales margin assumptions & pricing.
- Worked externally with the design agency to finalise the **Packaging Designs** in a tight **5 weeks' time period** (The product was successfully launched in the market on time)



Unilever UK Limited

Marketing Manager, Ireland

Spreads Category – Flora, Flora Pro Activ, Stork, Bertolli, ICBINB

Aug 2013 to Jan 2014



Key Achievements

- Developed an **integrated communication program** for Flora megabrand including **TV advertising** (adapted global TV ad), Radio, Press, **Digital** (Website & Social Media) and Customer Marketing.
- Digital experience:**
 - Advertised the popular 'Free Guide to Lowering Cholesterol' on different Unilever brands platforms (Facebook/Twitter) and received 15,000 downloads in 3 months' time
 - Developed a new website for Flora Pro Activ for the Irish market (previously it was merged with UK) & developed a conversation calendar to generate the conversation on a regular basis
- Responsible for a total of 7 team members.** 2 BMs & 5 ABMs



KP Snacks Limited, UK (Part of European Intersnack Group)
Senior Brand Manager INNOVATION – Phileas Fogg (Snack brand)

May 2012 - May 2013



Key Achievements

- **Re-launched Phileas Fogg in a fiercely competitive market** through identifying **differentiation** opportunity, concept development and consumer testing with the help of Insights team. Results: £11m RSV in just 8 months, 75% mults distribution, 12% HH Penetration with £3m launch campaign
- Developed **TV advertising campaign** with the new proposition & target market and rolled it out successfully On-Time, In-Full (OTIF)
- **Responsible for a total of 3 team members.** 1 BM, 1 NPD/Innovation Manager, 1 Insight Manager

Unilever UK Limited (Global Head Office, London)

Jan 2010 to April 2012 (2 Years)

Global Strategy & Innovation Manager
Marketing Capability/Academy

Mar 2011 - Apr 2012



Key Responsibilities



- Responsible for developing expertise in marketing project leadership by sharing **best practices** with **cross-functional teams** (Brand Development, R&D, IPM, Finance Academy, Customer Marketing, and external training partners) to develop organisation's marketing capability.
- Builds expertise in the **Brand Development** parts of innovation e.g. developing winning consumer concepts for marketing mix development, developing excellent design briefs; and helps embed that learning in marketing teams and reflect the same in the marketing courses.

Key Achievements

- Launched globally **'One Unilever campaign'** with the mantra of 'Magic & Logic' and developed the collateral to support it e.g. I pagers on key topic, simplified & standardised brand plan templates, E-learning with latest examples.
- Championed the **Brand Development Courses** (Global Project Leadership & Brand Development Essentials) in 5 months' time, which has registered an improvement in scores over last year (increased to 4.5/5 vs. 4.5/5).

Brand Building Manager (Senior Brand Manager) (UK & Ireland)
Hair Care Category - Dove, Timotei, Elida

Jan 2010 – Jan 2011



Key Achievements

- Develop Portfolio strategy for Hair Care category
- Led Timotei hair care range by re-launching it just after 4 months by demonstrating excellent project management skills. **Results:** value sales +10%, MS +0.2%, Penetration +1%, Distribution +7%.
- Successfully re-launched Dove hair care portfolio in Sept. '10 including Proposition development for UK market, range addition (added 2 new variants + secured listings in Boots + additional shelf space in multiples). **Results:** Value sales +3%, Distribution +10% & strengthened Brand Equity (Millward Brown study shows Conviction and Relevance are +7% and +6% respectively).
- **Direct line management responsibility for 5 people.** 3BMs, 1 Digital Marketing Manager, 1 Shopper Marketing Manager
- **Digital experience:**
 - ✓ I used blogging & SEO to spread awareness and drive traffic towards the range. Result: Unique visitors +4,000
 - ✓ Dove operates into different categories i.e. Deo, Lotion, Cream & Haircare. My category i.e. Haircare was at the bottom when it was projected on the website. I started E-commerce and was able to sold £10k during the 3 months of campaign.

Various Roles within Brand Management

Jan 2007 - Dec 2009

- Brand Manager, Albany Facilities Limited, UK (Aug 2009 – Dec 2009)
- Lecturer, London Graduate School of Management, London, UK (Sep 2008 – July 2009)
- Brand Manager, Premier Foods (May 2008 – Aug 2008)
- Product Manager, Boehringer Ingelheim Limited; UK (Nov 2007 – Apr 2008)
- Product Manager (Animal Healthcare), Pfizer UK Limited (Aug 2007 – Nov 2007)
- Lecturer, London Graduate School of Management, London, UK (Jan 2007 – July 2007)

GlaxoSmithKline Pakistan Limited
Brand Manager – Macleans, Sensodyne, Aquafresh

June 2005 – Oct 2006



Key Achievements

- Formulated & implemented **relaunch plan of Macleans** and gave a 10% growth in the 1st year. That included concept development, proposition development + new pack design
- **P&L management:** I reduced the thickness of the Macleans tube and saved £200k and diverted the saving into my P&L which improved in the brand's health.
- **Coached & developed** 1 ABM who later on became BM and ultimately took over my role when I left the company.

Shield Corporation Limited; Pakistan

June 2003 – June 2005



NPD – New Product Development / Innovation Manager- Oral Care & Baby Care

Key Achievements

- **NPD** - Introduced umbrella brand - “Blessings” in Baby Toiletries including baby lotion, baby soap, baby oil, baby talc and baby shampoo. The range delivered £300k in 2 years' time.
- **NPD** – Launched ‘Shield toothpaste’ which delivered TO £500k in 1.5 years
- Responsible for the **mentoring** of 2 junior marketing trainees. Both became BMs in a span of 3-4 years

English Biscuit Manufacturers (Pvt.) Ltd. Pakistan. (Peek Freans)

July 1999 - May 2003



Assistant Brand Manager / Marketing Trainee

Key Achievements

- **Re-launched** Butter Puff – a puffery biscuit which provided a growth of 20% over 2 years
- **Re-launched** several other brands (Click, Tiffin etc) and gave a composite of 15% growth during 2001-2003.

SKILLS

- Project Management Skills, Business / Commercial acumen
 - Expertise in Classic Marketing & NPD
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EDUCATION

Year 1999

MBA-Masters in Business Administration (Karachi; Pakistan)
Majors in Marketing

Examples of my previous work

Innovation - Launched Phileas Fogg together with a clear strategic plan including a robust new architecture
Old proposition: Authentic taste
New proposition: Exciting taste experiences from around the world
 2013

I received an old range of Phileas Fogg



I launched a completely new range of the brand with a new brand architecture, proposition together with new formats/flavours



Renovation - Launched Bamba with a new 'healthy' proposition, amended recipe and with a new brand identity
 August 2020



Old Pack

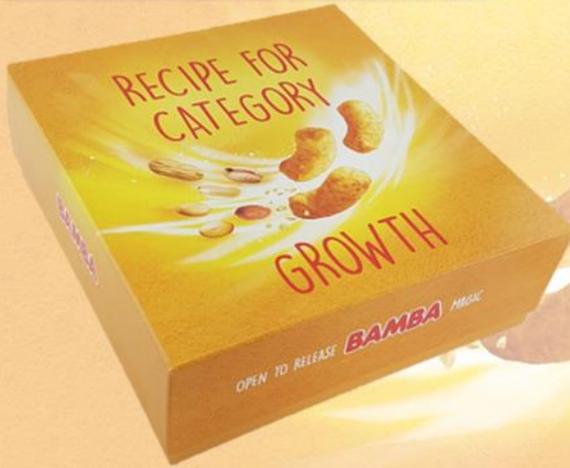


New Pack



Marketing Activation

Bamba Presentation Box – To excite retailers
(Sent to Customers - Aug 2020)



Shopper Marketing

Pallet Shroud – In Store promotion
30th June 2020

Header



Base



Shopper Marketing

Bamba Flyer – For education the customers
27th July 2020

Shopper Marketing

Price Marked Pack £1



Innovation - Launched Nurtulac baby cereals

Proposition: Nutritious cereals for happy babies
(The new brand visuals/identity was reflected on website, POS, Amazon etc)
Nov 2019

1. Developed UK website www.Nurtulac.co.uk
2. Developed Facebook & Instagram Pages
 - <https://www.facebook.com/nurtulac/>
 - <https://www.instagram.com/nurtulac/?igshid=pfgv01ybs0>
3. Shopper Marketing / POS stores



Innovation - Launched Cadbury Desserts with a new brand identity 2014



**Developed a new proposition for Unilever
i.e. 'Magic & Logic' while working in
Unilever Marketing Excellence / Academy**

I led this global project of re-defining what
Unilever stands + a balance between
creativity and insights

