

Rand Ahmed Rashid

Marketing Strategist | Project Manager | Business Developer | Brand Builder | Campaigns Management | Digital Marketing Experts

Baghdad, Iraq

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Date of Birth: April 2, 2001

Professional Summary:

Marketing Leader with over 6 years of progressive experience (2019–Present) in digital marketing, campaign strategy, and team management. Proven ability to drive brand growth, execute high-impact marketing campaigns, and optimize multi-channel strategies for measurable business results. Skilled in content strategy, analytics, and cross-functional collaboration, with a passion for leading creative teams to deliver innovative solutions that enhance brand visibility and engagement.

Education:

Bachelor's Degree in Business Administration
Al-Turath University, Baghdad

Key Skills:

Marketing & Strategy: Campaign Management, Brand Development, Market Research, Customer Experience

Digital & Content: Social Media Management (Facebook, Instagram, LinkedIn, TikTok, Snapchat), Google Ads, Copywriting, Content Planning

Analytics & Tools: Microsoft Office Suite, ClickUp, Meta Business Suite, CRM Systems, Reporting & Performance Analysis

Soft Skills: Leadership, Public Speaking, Negotiation, Cross-Team Coordination

Languages:

Arabic: Native

English: Professional Working Proficiency

Work Experience:

Digital Marketing Team Leader – Energy Exhibition 2025

Al-Safi Group CO

- Led the digital marketing campaign for all four companies under Al-Safi Group across online platforms.
 - Developed and executed a unified strategy for:
 - **Al-Safi Group**
 - **Al-Safi Projects**
 - **Al-Safi Electronics**
 - **Al-Safi Oils**
 - Supervised content creation, team workflow, and paid advertising.
 - Ensured consistent branding and messaging across all companies.
 - Coordinated between designers, media buyers, and the exhibition operations team.
 - Analyzed campaign data and optimized performance in real time.
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Senior Marketing Officer

ASWAR Group / Faidh Almahroos Co. (Electronics & General Trade)

- Owned, developed, and planned comprehensive marketing strategies for company projects, partnerships, and products.
 - Conducted in-depth market research and data analysis to inform strategic decisions.
 - Planned and managed full-scale marketing campaigns across digital and traditional channels.
 - Led and coordinated the marketing team to strengthen brand development and visibility.
 - Collaborated closely with sales and PR teams to enhance customer experience.
 - Monitored campaign performance, analyzed results, and provided actionable insights.
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Marketing Team Leader

Evolve Co. (Contracting & Decoration)

- Create and implement marketing plans, develop strategies, and build brand identity to achieve company objectives.
 - Identify and classify potential partners, conducting initial meetings to establish relationships.
 - Manage digital marketing channels to optimize reach and engagement.
 - Track and analyze the performance of marketing campaigns to drive continuous improvement.
 - Oversee team tasks and monitor progress to ensure successful project execution.
 - Schedule client appointments and confirm contract details to maintain smooth operations.
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Marketing & PR Manager

Kasper Media Agency – Advertising & Marketing Services

- Led the marketing team in a specialized agency for F&B and hospitality brands.
 - Conducted B2B client meetings and developed creative marketing solutions.
 - Trained junior team members and facilitated coordination between clients and designers.
 - Oversaw creative direction and ensured brand consistency across campaigns.
 - Built partnerships and managed marketing budgets effectively.
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Courses & Certifications :

- **Marketing Diploma**, Mastery Academy – Malaysia (CMTD Certificate)
- **Incubator Program**, The Station Incubator
- **Career Development Program**, Business by Design
- **Leadership & Strategic Planning**, Edlal Platform
- **Leading Businesses**, Makers Baghdad
- **Public Speaking**, Edraak
- **Team Management Skills**, Federal Youth Foundation (UAE)
- **Arab Summit for Self-Development**, Bahrain