

BASIM ALI

Marketing Executive | Brand, Trade & Digital Marketing

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PROFESSIONAL SUMMARY

Marketing Executive with 3+ years of experience across brand, trade and digital marketing, including 1.5+ years in the UAE pet industry managing a portfolio of **five brands** across B2B and B2C channels. Proven in campaign management, marketing plans and budgets, loyalty programs, B2B trade promotions, events, paid media (Meta, Google, YouTube, TikTok, Snapchat), influencer marketing with 100+ creators, email and WhatsApp automation, and e-commerce. Trusted to report campaign results to brand partners and management, and to coordinate Sales, Retail, Veterinary, Warehouse and agency teams to deliver on time.

CORE SKILLS

Brand & Trade Marketing: Multi-Brand Management, Campaign Management, Marketing Plans & Budgets, Loyalty Programs, Trade Marketing, B2B Trade Promotions, POSM, Retail Activations, In-Store Visibility, Sampling, Key Account Marketing

Events & Activations: Event Planning & Execution, Exhibitions, Consumer Activations, On-Ground Coordination

Paid Media & Analytics: Meta Ads, Google Ads, YouTube Ads, TikTok Ads, Snapchat Ads, PPC, Audience Targeting, Campaign Optimization, KPI Tracking, Performance Reporting

Content & CRM: Influencer Marketing (100+ creators), Social Media, Content Calendars, Email Campaigns, Brevo (Email Automation), WhatsApp Marketing

Web & E-commerce: WordPress, SEO / On-Page SEO, Landing Pages, Shopify, WooCommerce, Conversion Optimization

Operations: Creative Briefs, Brand Partner Reporting, Agency & Supplier Coordination, Cross-Department Collaboration

PROFESSIONAL EXPERIENCE

Marketing Executive | SMBG

UAE | March 2025 - Present

Portfolio: Schesir, Pro Nutrition, Duvo+, DogFest, CatFest

- Own end-to-end marketing for **five pet brands** across digital, retail, events, influencer, B2B and B2C channels, protecting brand positioning and guidelines at every touchpoint.
- Build annual **marketing plans and budgets** for each brand, and manage **B2B and B2C campaigns** end to end across social, paid media, e-commerce, email, WhatsApp, events and partner channels.
- Implemented a **loyalty program** that increased sales and repeat purchasing.
- Ran **B2B trade promotions** and trade marketing activations: POSM, in-store and clinic branding, sampling and promotional support across retail and veterinary channels.
- Led influencer marketing with **100+ creators** (outreach, product seeding, briefing, approvals, giveaways), building recurring creator relationships.
- Run paid campaigns on Meta, Google, YouTube, TikTok and Snapchat, managing objectives, audiences, creatives, budgets, optimization and KPI tracking.
- Report campaign and paid ads performance to brand partners and management (spend, reach, engagement, traffic, results) with clear recommendations.
- Lead consumer events, exhibitions and pet-industry activations, and align Sales, Retail, Veterinary, Warehouse, Accounts and Operations teams on execution, websites, SEO and e-commerce.

Freelance Digital Marketing Specialist | Self-Employed

Kozhikode, India | Dec 2022 - Jan 2025

- Built SEO-optimised, conversion-focused WordPress websites for small businesses, and integrated WooCommerce and Shopify stores.
- Ran Facebook and Google Ads campaigns that contributed to a **25% increase in client website traffic and sales**.
- Managed social content across Instagram, Facebook, Twitter and TikTok, and delivered regular reports on paid ads, traffic and SEO performance.
- Developed digital marketing strategies in partnership with clients.

EDUCATION & CERTIFICATION

Bachelor of Commerce | University of Calicut, Kozhikode

April 2023

The Fundamentals of Digital Marketing | Google

April 2021