



Curriculum Vitae

Zaki Ahmad Khan

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SUMMARY :

Embarking on a successful Brand / Advt / Corp. Comm & PR Professional with relevant exposure; aiming new opportunity in MENA for Suitable position under Brand / Corp. / Marketing Communication.

SKILL:

Creative Team Works.
Content and Presentation Developments.
Focus Group.
Development of Training Material.
Sales Collateral & Support.
Campaign Determination.
Client & Agency Oriented Business.
Linguistic Ability : English, Hindi, Urdu & Arabic.
Driving License : UAE LMV - Valid.

Work History:



Vertex Laser Lab – A Silasars Group of Companies for MENA.

March 2021 to Till Date.

Head - Operation : Marketing & Brand

Responsibilities includes: Market penetration through identifying the relevant field , entrusting the Sales & Marketing team with segment wise work. Brand controlling with multiple media forums eg: Electronic, Print, Signage , Graphics branding and Exhibitions. Additionally Key Account generation for Sales & Marketing service.



Sahara India Pariwar.

May 2009 – Feb 2021

Sr. Manager – Corp. Comm.

Responsibilities held:

- Media Buying
- Campaign handling
- Signage determination
- Press Release on totality.
- Establishing the PR Ship with all identified group along with team.



M/s. Blue Rhine group of Companies (Dubai)

Jun 2005 to Feb. 2009

As Marketing Cum Media Manager for the different range of Advtg. & Signage material e.g. Flex Face,

Poly Carbonate sheet, Acrylic sheet, Reflective sheet, Vinyl, solvent Ink. Led Sign, Internal promotional &

*Display items & other material Exported from Europe, America, Taiwan & China, India Far East. Having done the **operation in India** for the out sourcing of all the above products apart from the marketing of some of innovating products.*

*Arabian Apex Advtg: A Leading name in **Display System** under the flagship of Blue Rhine Group. Digital Light Boxes, Led Signage / Display Roll- Up Pop –Up. Display Table, Balloon TV and customized **Signage**.*



M/S. Adeeb Technical corporation (Riyadh) K.S.A

Feb. 2001 to May 2005

Held responsibility of Branch Manager (Alkhobar Br.)

Worked on the most stylish, most advance Signage System as per International Sign Association (ISA).

*Modular LED, Digital most of the systems are imported from America & Europe hence Customized Signage made up of own from **Out door to In door** on based big clienteles list including top companies of Saudi Arabia.*



Dainik Jagran – Patna Edition

April 1998 to Dec. 2001

*Held Responsibility of **Mktg. Executive**. Space selling for the new comer news paper in the field of Bihar. Initially looked after classified hence inched ahead to display & special.*

QUALIFICATION :

*** P.G. Diploma in Advertising & Marketing**
(Equivalent to M.B.A)

From - Bhartiya Vidya Bhawan, New Delhi

*in 1998 * B.A. with English (Hons.),*

*Patna, Bihar in 1993. * Intermediate*

*B.I.E.C. Patna in 1989 **Misc. Info:***

- ***Date of Birth :*** ***30th July 1971***
- ***Marital Status*** ***:*** ***Married***
- ***Personal Interest :*** *Writing short stories, watching short TV Programme, Listening Music, Sharing sense of humor, Traveling.*
- ***Extra Curricular Activities :*** *Having attended many long & short seminars on FMCG, Retail Marketing & Rural Marketing., Media exhibition in abroad & in India*
- *Having done many journalistic works. Reading Business Papers & Magazine and niche periodical on relevant assignment. Can do copy writing (previously done)*
 - *Coming from Police Service background.*

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Date & Place :

(Zaki Ahmad Khan)