

AHAMED SUHAIL

CREATIVE MANAGER | BRAND & MARKETING MANAGEMENT | INTEGRATED CAMPAIGNS

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PROFESSIONAL SUMMARY

Brand, marketing and creative leader with 18 years of experience, including nearly 12 years at an international financial services firm in Dubai. Manage marketing budgets and integrated communications across digital, email, CRM, websites, events and sponsorships. Combine brand strategy execution, stakeholder leadership, multilingual brand governance and digital customer experience expertise.

CORE COMPETENCIES

Brand & Marketing Strategy | Integrated 360-Degree Campaigns | Marketing Budget Management | Brand Governance | Cross-Functional Leadership | Customer Journey & Digital Touchpoints | Email & CRM | Senior Stakeholder Engagement | Global Brand Activations | Campaign Reporting & Analytics

PROFESSIONAL EXPERIENCE

Creative Manager | Jan 2023 - Present

ICM.com | Dubai, UAE

Joined ICM in November 2014 as Design Team Lead; promoted to Creative Manager in 2023. Responsibilities expanded to brand and marketing management, campaign planning, budget ownership, creative direction and cross-functional coordination across international markets.

- Previously led and mentored a multidisciplinary creative team, defining briefs, setting priorities, reviewing deliverables and reporting project progress to senior management.
 - Translate business and marketing objectives into integrated communications across web, social, email, video, events and print, maintaining brand consistency across customer touchpoints.
 - Manage creative and UX/UI requirements for multilingual, entity-specific websites; coordinate content, digital updates and launches with developers, IT, translators and Compliance.
 - Manage recurring email and CRM communications, including campaigns, onboarding, market news and service updates; oversee messaging, localisation, HTML testing, approvals and Mailchimp delivery.
 - Lead brand and campaign delivery for international industry events, including iFX Expo, Money Expo, Crypto Expo Dubai and Finance Magnates, coordinating event assets and production timelines.
 - Direct creative delivery for international sponsorship activations across Formula 1, SailGP, football, polo and technology partnerships, adapting campaigns across channels.
 - Own marketing budgets and coordinate campaign priorities, resource allocation and agency or supplier delivery, balancing costs, timelines, brand standards and regulatory requirements.
 - Partner with directors, Sales, IT and Compliance to clarify business objectives, develop actionable marketing briefs, manage approvals and deliver integrated cross-functional programmes.
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SELECTED IMPACT

- UAE regulated brand launch: led integrated communications for the SCA licence rollout across web, social, email, video and events, securing required compliance approvals.
- Digital customer experience: led the design and UX/UI workstream of an Umbraco-to-WordPress migration, from templates and page design through outsourced developer coordination and launch.
- Marketing content innovation: introduced AI-assisted video workflows, client testimonials and educational content formats to expand marketing production capabilities.
- Global brand programmes: coordinated multilingual assets, sponsorship creative and customer communications across regulated business entities and digital and offline channels.

EARLIER EXPERIENCE

Brand Marketing Specialist | May 2014 - Nov 2014

CG Group | Dubai, UAE

- Supported brand and marketing communications across multiple businesses within a diversified UAE group.
- Delivered social media, website, digital and print campaign assets tailored to business objectives and audience needs.
- Maintained brand consistency across group companies while coordinating day-to-day campaign requirements.

Shapia Software Solutions Pvt. Ltd. | Bangalore, India

Design Team Lead | Oct 2008 - Jun 2014

- Progressed from Web and UI Designer to Design Team Lead, managing three designers and coordinating multidisciplinary project delivery.
- Delivered more than 100 web, UI, branding and digital projects across SaaS, healthcare, education, corporate and technology sectors.
- Managed priorities, reviewed design quality, resolved UI challenges and monitored milestones through project completion.
- Mentored junior designers and collaborated with project stakeholders while contributing to web, interface and brand design.

TOOLS & TECHNICAL FLUENCY

Design & Creative: Adobe Photoshop, Illustrator, InDesign, After Effects, Figma, Canva

Web & Email: WordPress, Umbraco, Elementor, CMS, website UX/UI, HTML, CSS, responsive design, HTML email

Marketing Technology: Mailchimp, TradeCore CRM, Meta Business Suite, Google Ads, GA4 reporting

Project & Collaboration: Jira, Slack, Microsoft Teams, ChatGPT, Adobe Firefly, AI-assisted content workflows

EDUCATION

PGDM, Design and Applied Arts | Xplore Design School

Bachelor of Arts (History) | Shobhit University | May 2014