



HEMANG SHAH

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• Dubai, U.A.E

Confident and motivated Brand Marketing Manager with 7 years of expertise in Retail operations management, Brand Development, Marketing Strategies, Brand Awareness and sales planning. Efficient in expanding categories, Handling E-commerce, inventory and tracking results to optimize campaigns. Creative and analytical professional with forward thinking to focus on MARCOMM and 6 P's of Retail.

Brand Manager

(06/2019 - 06/2021)

Time House Company, Dubai

- Managed multiple fashion watch brands such as Lee Cooper, Giordano, Beverly Hills Polo Club, Swiss Ultimus, Sports Slazenger and Turkish Quantum in 57 company-owned P.O.S across U.A.E, K.S.A, QATAR & KUWAIT to enhance brand performance.
- In 2019, annual target of 3.5 Million USD \$ was achieved with 57% G.P & 28% contribution . In 2020, an annual target of 1.9 Million USD \$ was achieved with 55% G.P and 31% contribution. In 2021, contribution increased up to 35 % of the total group revenue.
- Prepared joint proposals for regional distributors of Principle brands and lifestyle to achieve key business KPI's of sales.
- Transformed the orthodox way of ordering from dealers by adopting a more technological way via monthly brand line sheets.
- Developed brand standards and guidelines with principles from U.K, U.S.A , Hong Kong and Turkey.
- Streamlined End-to-end marketing right from concept creation and product development to in-store marketing and branding.
- Enhanced and boosted image of brands through marketing campaigns and grew outreach by influencers & brand ambassadors.
- Built product range, assessed, developed, and planned according to Holidays, Weekends, festivals & seasons for the entire year.
- Planned, implemented, and surveyed sales to promote the brands for both B2B and B2C, on new /existing channels such as Noon, Amazon, Lifestyle, Centrepont, Sharaf DG, and retail giants like Majid al Futtaim malls, V-perfumes, Dubai Duty-free, Karji stores and all Lulu fashion avenues across gulf countries.
- Assigned weekly, monthly, quarterly, annual targets for 200 retail associates and train them deliver best-in-class customer experience and prepared the incentive schemes and retail strategy.
- Studied the stock demand and supply for brands and accordingly planned to launch collection season-wise and monthwise.(Spring summer/fall winter)
- Restructured the display & merchandising in creative way to attract the customers and highlighted the best sellers on the top.
- Weekly retail visits to the mall and market for constant monitoring of competitor brands in UAE to find the current know-how.
- Worked closely with merchandising team to design the brand displays as per malls, high streets and Dealer POS to attract customers and improve brand visibility.

Education



Masters of Science in International Finance, 2014. University of Westminster, London, U.K.



Bachelors of Business Administration, in Busines Management, 2012 Hult International Business School, London, U.K.

Certification



Luxury Marketing elective, 2021 Hult International Business School, Boston, U.S.A.



Advanced Digital Marketing , 2020 Google Specialist Certification, London International Studies & Research centre, LISRC, Dubai.

Skills

- Adobe Photoshop.
- Adobe Illustrator.
- SAP Business one (CRM/CMS).
- Product photography.
- Microsoft Office.
- Mobile Marketing strategies.
- Vendor negotiaitions.
- Website management.

- Suggested top management for onboarding new brands and eliminating non-performing brands from the pool.
- Worked closely with the creative team to design and convinced the principles of Brand to change the packaging for Lee Cooper Brand for 60 countries from round to square shape which maximised sales by 15%.
- Planned special discounts and promotions to clear the slow-moving collections with incentives, referrals & rewards & vouchers.
- Managed to get the biggest corporate order for my firm for 200,000 \$ from Sobha Group & Malabar Gold in Dubai.
- Reported to M.D & Finance Head, worked on all budgets & forecasts reports with operations Manager and headed a team of 7. (online, coordinators, creative, warehouse and wholesale Team)
- Hosted GITEX for 2 years, trade fairs, product launch parties, and conferences and designed the POS to promote the brand.
- Worked with the P.R.O. for promo license approvals.
- Negotiate with the mall leasing manager for key potential location.
- Collaborated with Agencies for Sheikh Zayed Road Billboard, partnered with Khaleej Times and Virgin Radio network for brands.
- Optimum Weekly distribution of the stocks across 4 countries as per the Retail & Wholesale requirements using SAP.
- Maintained stock turnover ratio, designed retail pricing, wholesale margins and online listing price on e-commerce channels.
- Planned budget for Google, FB, Snapchat ads and SEO, campaigns, and managed company website using magento platform.
- Worked closely with the vendors, agencies, purchase team, marketing team and sales team to get the achieve targets and increase the market share of the brand across all platforms.

Marketing Manager (01/2014 – 06/2019)

Just in Time Luxury, Mumbai

- Identified and generated leads through networking, marketing , and managed International key accounts.
- Deciding marketing activities in line with the brand's global plans. This includes in-store visuals, digital and social media campaigns.
- Ensuring effective usage of marketing budget to meet the strategic and tactical goals of the brand.
- Recommend, plan, execute and control the marketing mix elements and plans in coordination with the suppliers and the stores.
- Significantly contributed to the implementation of ATL / BTL marketing Strategies to secure market share.
- Designed and launched private-label fashion watch brand from scratch named, "Mont Neo" (a luxury watch brand)
- Generated Revenue of 1.2 Million U.S.D \$ as one of the top Line market share in 3 cities (36 stores) annually.
- Contribute in day-to-day operations and gather customer response and improve after sales service.
- Successfully hosted Brand product launches and exhibited in Hong Kong and China (HKTDC, 2016 & 2017) and SAMAY BHARTI Exhibition (Mumbai and Bangalore in 2016 &2018).
- Acquired new clients, increased retail Point of sale, and developed distribution strategies for dealers across 18 states in India and managed key accounts in U.A.E, K.S.A, U.K and U.S.A.
- Joined in as marketing executive and got promoted as Manager, headed a team of 12 members.

Skills

- Planning & MARCOMM.
- Buying & pricing strategies.
- Budgeting reports.
- Sales Forecasting.
- Presentation skills.
- Inventory management.
- Conduct SWOT analysis.
- Retail spend control.
- Clear IBO strategy.
- Margins Optimization.
- Influencers collabs.
- Transition of brand to digital environment.
- Product positioning
- People management.
- Retail operations.
- E-Commerce content management.
- Product Design.
- Seasonal Launches.
- Own & manage P&L.
- Market research.
- Visual Merchandising.
- Loyalty points system.
- Art of living course.(2 level)
- Marketing Internship at Harrods, U.K (3 months)
- FTSE, Stock Trading course at London Stock Exchange, U.K (3 months)

Personal Details

- Passport : Indian
- Married (No Kids)
- Visa : Own Visa (Dependent)
- D.O.B- 16Th September, 1990
- Valid UAE Driving License.
- Address – Burjuman, Dubai.
- **Linkedin-**
<https://www.linkedin.com/in/hemang-shah-03352330/>
- **Key References :**
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