

ABDUL BASIT QURESHI

I am a curious senior digital marketer with 22 years of international experience with global brands (*i.e. Arthur J Gallagher Insurance, Honda, Toyota, IKEA, Marks&Spencer and many more*), on a mission to continuously improve customer experience and innovate digital experiences, using data driven actionable insights

CONTACT



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www.YourNextDigitalStrategist.com

EDUCATION

Exec. Program - Delivering Value Through Digital

University of Oxford - Said Business School (Oxford)

2019

Bachelors in Management Information Systems

Excelsior College (New York)

1996 - 1999

INDUSTRIES

AUTOMOTIVE



RETAIL / FMCG



BANKING / FINANCIAL



ELECTRONICS



GAMES



EMPLOYMENT HISTORY

Arthur J. Gallagher Insurance | Director of Marketing | Personal Lines & SME (*Second largest global insurance broker*)

(2022 - Present) - London / Manchester / South England

Part of divisional leadership, reporting into MD

Led digital transformation with AI-powered content strategy, performance marketing, and data-driven optimisation.

- **Results: 23% YOY growth on new business (ROI 2.6)**
- **Results: grew performance marketing contribution to new business from 23% to 44% in three years**
- **Results: Reinvigorated the Gallagher insurance products to SME & MicroSME audiences**

Conducted the first ever customer research for Gallagher Home in the UK market leading to clear customer proposition building. These outcomes were adapted to US market as well.

Rebuilt a successful customer feedback process across all UK Retail brands within Gallagher UK, which improved customer engagement by two folds in four months.

- **Result: Trust Pilot ratings - from 2.1 to 4.6 for more than 10,000 customers**

Defined a robust cross-sell strategy and a roll out plan for UK Retail, which was adapted across 43 offices within the UK

Agency, supplier, and affinity partners relationship management

Managing a team of 7

Dovetail Games | Global Marketing Director

(2020 - 2021) - Kent - UK

Reported directly to the CEO and the COO.

Defined the Global Marketing Strategy for globally renowned Trains and Fishing games, across US, UK and German markets

Deployed the first ever CRM strategy through an extensive customer journey process and rolled out successfully five out of 14 user cases per franchise

Strategically led 'We Are Railfans' global community initiative with clear success indicators

Responsible for agency management for customer experience, research, media and PR

Managed a team of 10, including Product Marketing Directors for both franchises and Head of Brand, as direct reports.



SKILLS

Core Strategic Skills:

- Digital transformation
- AI-powered content strategy & generative AI workflow design
- Marketing strategy
- Cross-functional leadership
- P&L management
- Customer experience (CX)

Analytics & Performance:

- Marketing attribution
- ROI analysis
- Data-driven insight
- Conversion Rate Optimisation (CRO)
- Performance optimization
- Performance dashboarding & KPI tracking

Management & Operations:

- Marketing automation: Sales Force Marketing Cloud
- Marketing technology stack
- Stakeholder management & Executive reporting
- Agency management, vendor evaluation & contract optimisation
- Budget planning, forecasting & ROI management
- Partner management
- Team leadership

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EMPLOYMENT HISTORY

Honda | Senior Brand & Digital Marketing Manager



(2017- 2020) - UAE

Managed an annual marketing budget of US \$6 Million for all B2B and B2C verticals (New Cars, Certified Pre-Owned, Aftersales, Bodyshop and Contact Centre) across United Arab Emirates.

Spearheaded 360 brand marketing strategy and overseeing marketing campaigns execution across the customer journey to ensure best-in-class brand experience and be commercial minded.

- Result - Overall business growth by 13% YOY
- Result - Grew social fans & followers to +100K, with engagement rate at 13%

Led Digital Performance for SEO, SEM, Paid Social, PR, OOH, Direct, Radio, Econometrics planning, content creation, social media strategy & management, lead generation & nurturing across the funnel, and enterprise website development/ CMS management; including periodic social media sentiment monitoring and brand health tracking

- Result - Increased digital conversions from 1% to 3%
- Result - CRO on website grew organic conversions by 111%

Developed CRM strategies based on extensive customer process journey mapping, bringing together the technology layer (i.e. SAP Hybris - SaaS platform) and the communication layer (ie tailor made messages) for over 4 Million current & prospective customers

- Result - Grew incremental business by US \$500K by running approximately 180 campaigns in a year

Managed stakeholder relationships including senior executives, Honda principal counterparts, partner agencies and direct reports

- Result - Introduced the campaign specific PDCA with all agencies to promote continuous improvement and collaborative culture

Developed Strategic Partnerships with global retail brands like - IKEA, ACE, M&S & Robinsons to drive conquest strategies and brand awareness

- Result - Captured and monitored cross shopping behaviour of Honda customer across partner brands
- Result - Acquired new customers from partner database

ACHIEVEMENTS

INDUSTRY RECOGNITION

I won many industry awards for unique digital campaigns with Toyota and Al-Futtaim Automotive Division

CERTIFICATION

'Leaders for Growth' at Al-Futtaim Group

EXPERTISE

Business Strategy

Integrated & AI Marketing

Team Leadership

Research & Data

Brand Management

Business Case

Commercial Minded

Experience Design

Customer Journey

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EMPLOYMENT HISTORY (CONTINUED)

Al-Futtaim Group | Head of Digital Marketing

(2011 - 2017) - GCC

Al-Futtaim is a large conglomerate headquartered in UAE, employing over 42,000 people in 29 countries through more than 200 companies



Developed digital marketing strategies and social media roadmaps with Group Executives and Heads of Marketing for Retail and Automotive brands in 14 countries, delivering results & brand awareness

- Result - Launched 20 enterprise level websites (platform: SaaS Netdirector) including Ecommerce solutions (platform: IBM Websphere), for brands like Toyota, Lexus, Honda, Automall and Hertz

Managed a dedicated team for Toyota UAE digital marketing activities

- Result: Development of extensive customer journey
- Result - Won various industry awards
- Result - Increased digital lead conversions from 0.3% to 1%

Spearheaded digital marketing RFPs, defining vendor management processes & procedures and delivering projects

Led a team of 6 direct reports and part of the Management team

Reporting directly to CMO of Al-Futtaim Group

Brands managed

Al-Futtaim Automotive Group, Toyota, Lexus, Honda, Hertz, Volvo, Lotus, Automall, Jeep, Chrysler, Dodge, RAM, Nobel, AF Credit Card, Festival City, IKEA and many more

McCann IPG (Fortune Promoseven) |

Digital Account Director

(2007 - 2010) - GCC



Brands managed

Johnson and Johnson Middle East - Clean and Clear, Neutrogena & Acuvue (MENA), HP (UAE), Coca Cola (UAE), National Commercial Bank (KSA), Department of Finance (UAE), Abu Dhabi Duty Free (UAE), Abu Dhabi Islamic Bank (UAE) and others

Aspulf.Com Ltd | Senior Account Manager

(2003 - 2007) - UAE



Brands managed

Royal & SunAlliance Insurance, Nestle M.E., Siemens M.E., Al Yousuf Motors, Al Ahli Bank (Saudi Arabia), Al Abdul Karim Trading (Saudi Arabia), UC Emirates (Belgium) and others

Standard Chartered Bank | Sales Officer

(2000 - 2003) - UAE

