

ABDUL BASIT QURESHI

I am a curious senior digital marketer with 19 years of international experience with global brands (*i.e. Honda, Toyota, IKEA, Gallagher, 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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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



GAMING



EMPLOYMENT HISTORY

Gallagher Insurance | Director of Marketing | Personal Lines & SME

(World's second largest insurance broker)

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

Part of Senior Leadership Team and reported directly to Managing Director

Responsible for driving digital transformation and demand within the Digital Distribution & SME - UK Retail Division

- **Results: Grew Motor Trade Road Risk business into the fastest growing business in UK Retail - 23% YOY (delivering ROI 2.6)**
- **Results: Reinvigorated the Gallagher insurance products to SME audiences, growing the business to ROI of 2.6**

Conducted the first ever Gallagher UK customer research to define clear customer proposition for Gallagher Home in the UK market

- **Result: This research was referred to across Gallagher divisional businesses and on Gallagher global level**

Rebuilt customer feedback process on Trust Pilot for all brands within Gallagher UK, which doubled the results in four months.

- **Result: Gallagher moved from 2.1 to 4.6 ratings**

Defined a robust strategy and roll out of UK Retail cross sell initiative, which was adapted across all 43 offices within the UK

Managing a team of marketing managers, along with agency, supplier, and affinity partners relationship management

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 the '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

Product Marketing Strategy, End-to-End Customer Journeys, Brand Marketing, Integrated Marketing Strategy, Social Media Strategy, CRM Strategy, Econometric Planning, Business Strategy, Digital Transformation, Acquisition Strategy, Content Strategy, A/B Testing, User Experience, User Interface, Design, Creative, Content Marketing, Social Media Marketing, Performance Marketing, Google Analytics, Data Analysis, Paid Search (PPC/SEM), Paid Social Media, Influencer Marketing Remarketing, Retargeting, Conversion Rate Optimisation, (CRO), Dynamic Creative Optimisation (DCO), Customer Journey mapping, Enterprise Content Management System, Technical, Ecommerce Applications, OOH, Print, Radio, Events, Activations, Acquisition, Executive Stakeholders Management, Forecast, Budgeting, ROI, Productivity, MS Office, Keynote, Presentation, Problem solving, B2C, B2B, B2B2C, D2C, User Testing

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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.
 - o **Result - Overall business growth by 13% YOY**
 - o **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
 - o **Result - Increased digital conversions from 1% to 3%**
 - o **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
 - o **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
 - o **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
 - o **Result - Captured and monitored cross shopping behaviour of Honda customer across partner brands**
 - o **Result - Acquired new customers from partner database**
- **Led a team of 2 direct reports**

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 Marketing

Team Leadership

Research & Data

Brand Management

Business Case

Commercial Minded

Experience Design

Customer Journey

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ELECTRONICS



GAMFC



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
 - o **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
 - o **Result: Development of extensive customer journey**
 - o **Result - Won various industry awards**
 - o **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

