



N. Azam Kashmiri

Luxury , Fashion /Brand Marketing / Retailing / Ecommerce in Middle East

📍 Dubai - United Arab Emirates

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Languages

English (Native)

Arabic (Basic)

English (Native)

About

Experienced and capable to orchestrate and deliver multi-disciplinary and integrated marketing solutions for Retail, Luxury, Fashion, Cosmetic Brands. Foresight and unique knowledge of luxury brands, retail trends, fashion and interior design, understanding of the Middle East consumer and retail market . Hands-on experience in a multitude of industries: Retail, Luxury, and Fashion, Cosmetics FMCG, Food & Beverage, Real Estate,

BRANDS WORKED WITH

Global Solutions advisory and Management Middle east

Infinity Concepts

Netherlands

NEXTURN ADVERTISING

Sefam Pvt Ltd

STARCOM Mediavest Group / PAK.

Experience

● Director Brand / Commercial / Partnerships

Netherlands | Jan 2020 - Now

Maison Avaza - Luxury and Fashion Brand <https://www.maison-avaza.com/> SHANAVA (@shanavafashion)

•Instagram photos and videos Omni-channel Brand strategy development and implementation, partnerships and segmentation insights; digital marketing communications management along with content and creative development and analytics. Director - Brand Strategy

● Associate Director – Com./ planning/ Media Strategy

STARCOM Mediavest Group / PAK. | Aug 2017 - Jan 2018

SMV. Pakistan manages brands such as Coke, P&G, Samsung, Telenor, UBER, Mondelez International and Standard Chartered, to name a few. Delivering integrated channel & communication plans with the IMC approach, adding value through strategic planning and content-based media strategy to spark positive impact on communications. Digital media planning, strategy, and execution. Using effective research tools to map KPIs within the strategic planning process & determine ROI. Analyze and respond to changing media trends to ensure sufficiency across portfolio brands

● Business Director / Strategy

NEXTURN ADVERTISING | Feb 2015 - Jul 2017

A 360' Marketing Solution agency with a diversified portfolio of Clients like (Fashion, Retail, F&B, FMCG) Services include (Branding, Strategic Marketing, Events/PR, Digital Marketing -SEO/SEM, Brand and Trade Activation, POS. solutions, Retail experiences, Film Production & Direction)



● Account Director - CS. & Planning

Infinity Concepts | Jan 2011 - Dec 2014

A marketing execution firm that deals with luxury, fashion and cosmetic brands, retailers like Paris Gallery, Gulf Beauty, Chalhoub, L'Oreal, Versace, Loewe, YSL, CotyInc, Swarovski, Etc. Planning and Communication with the Clients for Trade Marketing, Retail experiences, events and promotional activities, supervision of the Creative and production for execution of the campaigns. Implement all BTL. activities i.e. consumer promotions, OOH activities, 3rd party activities, In store and on store Branding, Merchandising, Planning and execution of in store/Mall Events, Exhibition stands. Liaison with event organizers for Client's promotional activities.

● Marketing Manager

Sefam Pvt Ltd | Mar 2006 - Dec 2010

Created an ambitious 3 years marketing strategy for the Fashion Retail business aimed at delivering market leadership by creating and owning new consumer segments, consumption habits, distribution channels, evolving the portfolio to support this strategy. Managed ad agencies for quality message design & delivering it to the target audience followed by TTL marketing activities. Designed & implemented launch planes for new outlets, products & promotions Planned and carried out regional market research and analyses. Developed and managed a wide range of marketing tools, including promotional materials, direct-mail pieces, and Web site content. Brand advocacy on social media Managed CRM & Loyalty Program. Worked together with NPD & retail development. Selected Contributions:- Launched new outlets across Pakistan, UAE- fastest expansion in company's history followed by 80% projected growth in sales volume (2006-2009) Orchestrated Consumer-Outreach-Program adding up a new window of Rs 40 million. In alternate sales channel - recognized as best initiative of the year. Instrumental leader in the launch of the brand in the UAE.

- **Brand Development Director**

Global Solutions advisory and Management Middle east | Feb 2019 - Now
Business/ Brand, Strategy and Retail consultancy .

Franchise and Retail development .

Hybrid role comprising Business planning, creative strategy, content and social strategy, and client development. Omni-channel Brand Strategy Development and Execution for Luxury/Fashion Retail Brands in the region.

Education & Training

2016

- **Università Commerciale 'Luigi Bocconi' Management of Fashion and,**

2003 - 2005

- **CORNELL UNIVERSITY - JOHNSON GRADUATE SCHOOL OF MANAGEMENT**
Master of Business,