

Abrar Khan

Marketing Technologist | Strategist | Automation Catalyst

✉ abraralikhanrld@gmail.com

☎ +971504027527

📍 Dubai, DU

📅 1990-11-21

📄 Eligible to work in United Arab Emirates: Yes

📍 Willing to relocate: Anywhere

🌐 [linkedin.com/in/abraralikhan/](https://www.linkedin.com/in/abraralikhan/)

👤 Summary

Across **14+ years** at the forefront of business development, digital innovation, AI automation, and strategic leadership, I have built a reputation not just for delivering results, but for reshaping what's possible. From *mining and manufacturing to FMCG, e-commerce and beyond*, I've navigated, mastered, and elevated sectors with a precision few can rival. I specialize in identifying the unseen - the inefficiencies no one notices, the opportunities no one dares to chase - and executing with a level of speed and accuracy that makes transformation inevitable. My leadership isn't theoretical; it's surgical, decisive, and proven across industries where margins are thin and expectations are unforgiving. I create frameworks, optimize processes, and reinvent where necessary.

🧰 Work Experience

Managing Partner, Mad Lads Marketing 08/2025 – Present | Dubai

- Built Mad Lads into a premium strategic marketing agency for organizations facing complex growth challenges.
- Turn business ambition into market strategy, commercial opportunity, and decisive action.
- Lead the agency's highest-value client relationships, from strategic diagnosis through execution and growth.
- Set the standard for marketing that is commercially rigorous, strategically intelligent, and never reduced to content production.
- Shape the agency's positioning, reputation, partnerships, business development, and ability to compete for high-value mandates.
- Serve as the strategic force connecting client problems, specialist teams, and measurable business outcomes.

Marketing Technology Manager, Alba Corp 08/2023 – 08/2025 | Dubai

- Directed the design, implementation, and governance of scalable martech ecosystems aligned with each company's industry, maturity, and growth objectives.
- Bridged marketing, IT, and executive leadership to turn digital investment into measurable business outcomes.
- Led the integration and optimization of CRM, marketing automation, CMS, CDP, analytics, and advertising platforms across multiple brands.
- Standardized martech infrastructure across the group while preserving flexibility for distinct business verticals.
- Established enterprise-wide best practices for data governance, campaign automation, personalization, and performance analytics.
- Championed AI, customer data, and omnichannel strategies to improve targeting, engagement, and marketing ROI.
- Led martech integration during post-M&A consolidation, unifying disparate systems under a cohesive marketing operations strategy.
- Built and mentored cross-functional teams and external partner networks, embedding a culture of experimentation, optimization, and performance.

Business Development Executive, Inpass Hospitality Technology 10/2022 – 04/2023 | Dubai

- Generating new clients through direct contact, word-of-mouth, and collaboration with the marketing department.
- Attending networking activities to research and connect with prospective clients.
- Maintaining meaningful relationships with existing clients to ensure that they are retained.
- Suggesting upgrades or added products and services that may be of interest to clients.
- Crafting business proposals and contracts to draw in more revenue from clients.
- Negotiating with clients to secure the most attractive prices.
- Equipping staff with the technical and social skills needed to enhance sales and business sustainability.
- Reviewing clients' feedback and implementing necessary changes.
- Remaining in tune with the market in consumption to ensure that our offerings remain relevant.

Non-Executive CEO, RoadLink Digital 08/2017 – 2023 | Dhaka

- Scoped engagements, driving value and company growth.
- Remained current on industry trends to incorporate strategies resulting in increased engagement.
- Created and maintained positive working relationships that maximized effectiveness during engagement.
- Bridged relationships between customers and internal team, promoting flawless service.
- Established operations strategy to improve efficiencies and reduce costs.
- Monitored reports to identify sources of losses.
- Spearheaded budget analysis and forecasting to align operating costs with business strategy.
- Addressed legal and managerial issues with external agencies.
- Attended meetings and lectures of government seminars and public training.
- Implemented corrective action plans to solve organizational and departmental problems.

Business Development Manager, BRANDHOOK 10/2021 – 04/2023 | Dhaka

Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.

- Developed pricing strategies, balancing firm objectives and customer satisfaction.
- Negotiated contracts with hires and clients.
- Initiated market research studies to analyze findings.
- Implemented social media and search ad strategies to integrate with overall marketing tactics and drive brand awareness.

IT Project Manager, BRANDHOOK 07/2021 – 10/2022 | Dhaka

Provide clear direction to internal teams, setting expectations and due dates for deliverables.

- Led meetings to detail project milestones, brainstorm ideas and determine appropriate techniques to manage tasks.
- Defined project goals, aligning with strategic objectives.
- Devised plans and schedules for concurrent projects to meet established deadlines.
- Developed creative and practical solutions based on evaluation of multiple factors
- Recommended and implemented improvements to established business processes, enabling better project turnaround timeframes.

Operations Manager, BRANDHOOK 07/2021 – 10/2022 | Dhaka

- Evaluate data pertaining to costs to plan budgets.
- Planned, directed and coordinated plan of action of employees.
- Recruited staff members and initiated training programs.
- Established and maintained relationships with business customers.
- Planned, directed and coordinated risk mitigation programs.
- Found and attracted new business.
- Developed and analyzed information to assess current and future financial status.

Marketing Manager, Royal Events Ltd. 08/2015 – 08/2017 | Dhaka

- Directed market research collection, providing short- and long-term forecasts and reports.
- Monitored and analyzed marketing programs, optimizing campaigns to improve ROI.
- Liaised with creative agencies to produce promotional materials and craft marketing copy.
- Provided one-on-one coaching and mentoring to marketing personnel.

- Planned and implemented digital media campaigns, supporting lead generation and brand reputation initiatives.

Digital Marketing Executive, Royal Events Ltd.

12/2014 – 07/2015 | Dhaka

- Formulated, directed and coordinated marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Developed pricing strategies, balancing firm objectives and customer satisfaction.
- Negotiated contracts with vendors and distributors to manage product distribution, establish distribution networks and develop distribution strategies.
- Executed digital marketing strategies to drive brand awareness.
- Determined how future events could be improved.

Implementation Engineer, DreamApps

12/2013 – 07/2014 | Dhaka

ADVANCED ERP / AIMS

- Collaborated with field staff and clients to evaluate and diagnose problems and recommended possible solutions.
- Reviewed software documentation to confirm technical accuracy, compliance and completeness.
- Monitored bug resolution efforts and track successes.
- Identified, analyzed and documented problems with program function, output, online screen and content.
- Documented test procedures to produce replicability and compliance with standards/
- Trained users in system operation and basic maintenance.
- Communicated with staff and clients to understand specific system requirements.
- Provided advice on project costs, design concepts and design changes.

Education

Diploma in Business Administration

08/2011 – 09/2012 | Kuala Lumpur, Malaysia

Sunway University

A's Levels, Edexcel / British Council

2010

O' Levels, Edexcel / British Council

2009

Skills

Project Management

12 years

Digital Marketing

14+ years

Business Development

12+ years

Marketing Automation

8 years

Business Process Automation

6 years

Business Operations

12+ years

Languages

English

Fluent

Hindi

Intermediate

Urdu

Intermediate

Bengali

Fluent

German

A1

Publications

How To Optimize Your Customer Journey Touchpoints, AgencyVista

01/08/2020

<https://agencyvista.com/insights/featurefriday-roadlink-digital/>

Digital Marketing Explained, National Newspaper Interview

01/09/2019

<https://www.theindependentbd.com/home/printnews/217642>