

Hameed Alshaikh

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Marketing Leader / Brand & Omnichannel Strategy Leader



EXECUTIVE SUMMARY

Strategic marketing leader with 10+ years' experience steering brand reputation, omnichannel growth, and data-driven performance across insurance, consumer electronics, consulting, and startup ecosystems. Skilled at developing high-impact marketing strategies, leading multidisciplinary teams, and translating insight into measurable ROI. Now seeking to apply my analytical, creative, and leadership strengths as Marketing Director to accelerate enterprise-wide results.

PROFESSIONAL EXPERIENCE

SNIC Insurance — Assistant Marketing & PR Manager *2024–Present*

- Defined and socialised a KPI-driven marketing scorecard, sharpening executive decision-making and campaign accountability.
- Led a full digital-first transformation (web, social, email, offline integration) that significantly lifted engagement and revenue growth.
- Delivered market intelligence & consumer-insight dashboards to guide long-range strategy and competitive positioning.
- Spearheaded ESG-aligned brand initiatives, enhancing corporate reputation and stakeholder trust.
- Directed cross-functional teams and agency partners, embedding a high-performance culture aligned with C-suite objectives.

Brinc MENA — Marketing & Business Mentor *2022–Present*

- Mentored multiple startups on go-to-market, brand positioning, and digital growth, accelerating revenue generation.
- Implemented data-driven ROI frameworks that improved founders' campaign efficiency.
- Facilitated workshops on growth marketing, CRM adoption, and customer engagement best practices.

Professor for Marketing — Co-Founder & Marketing Consultant *2020–Present*

- Built and led a multidisciplinary team serving clients across Bahrain & international markets, scaling operations through talent development.

- Orchestrated brand strategy roadmaps and omnichannel campaigns that elevated client visibility.
- Optimised profitability via performance analysis and agile resource reallocation.

Midea Group (Al-Salam Electronics) — Marketing & Communications Manager 2019–2020

- Launched Midea’s product line in Bahrain, integrating events, PR, and digital to maximise market entry impact.
- Executed a content strategy that grew social reach and customer engagement across paid and organic channels.
- Strengthened retail brand equity through omnichannel communications and cross-border stakeholder alignment.

Connect with my full career story here <https://hameed.professoor.com/>

EDUCATION & CERTIFICATIONS

- B.A. Marketing - Bahrain Polytechnic University (2014)
- Insurance Principles and Practice - BIBF(2025)
- Digital Governance – Erasmus University Rotterdam, University of Leeds (2025)
- Leading Teams: Developing as a Leader (2025)
- LinkedIn Certificate – Marketing (Facebook, SEO & PR) (2020)
- Member, American Marketing Association (2019)
- Approved Trainer, Ministry of Labour (2015)
- Certificates in Graphic Design & Quality Management, Cambridge TC

KEY SKILLS

Strategic & Leadership	Digital / Technical	Analysis & Performance
Brand & Reputation Management	Omnichannel Marketing (Social, PR, Web)	KPI Frameworks & ROI Measurement
Marketing & Business Strategy	SEO • Paid Media • Email • Automation	Market & Consumer Insights
Cross-functional Team Leadership	CRM Platforms & Customer Journeys	Campaign Evaluation & Optimisation
Project & Change Management	Content Strategy & Thought Leadership	Data-driven Decision-Making