

ADIL RASHEED

MARKETING & COMMUNICATIONS MANAGER

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UAE Visa: Own visa

PROFESSIONAL PROFILE

Marketing and communications leader with 10 years of experience across real estate, travel, energy, and public-sector environments in the UAE, China, and Pakistan. Delivers integrated campaigns, brand positioning, executive communications, PR, events, and digital performance programs. Experienced in advising senior leaders, managing agencies and budgets, building stakeholder relationships, and leading cross-functional teams. Combines corporate communications judgment with hands-on CRM, web, analytics, and digital marketing expertise.

CORE COMPETENCIES

Communications: Corporate Communications | Brand Positioning | PR and Media Strategy | Reputation and Crisis Communications | Executive Messaging | Internal Communications

Campaigns: Integrated Campaigns | Content Strategy | Digital Marketing | Social Media Governance | Events and Exhibitions | Performance Tracking

Leadership: Executive Counsel | Stakeholder Engagement | Cross-Functional Leadership | Agency, Vendor and Budget Management | Negotiation

PROFESSIONAL EXPERIENCE

Seattle & Middle East Real Estate

Abu Dhabi, UAE

Marketing & Communications Manager

October 2025 - Present

- Translate business priorities into integrated 60-day marketing and communications plans, coordinating English and Arabic assets across digital and offline channels.
- Own digital campaign planning, optimization, and performance reporting across paid and organic channels, using lead and engagement data to refine targeting, messaging, and media allocation.
- Counsel senior management on corporate messaging, executive positioning, approval workflows, and reputation-sensitive communications.
- Streamline content approvals, website updates, CRM data workflows, and campaign reporting to improve coordination between marketing, management, and sales teams.
- Develop audience-specific communications for clients, investors, and partners, supporting stronger engagement and commercially focused follow-up.

Andiamo Properties

Abu Dhabi, UAE

Marketing & Communications Manager

June 2023 - September 2025

- Directed internal and external communications across digital, print, PR, and owned channels, protecting message consistency and corporate brand standards.
- Converted project milestones, buyer priorities, and handover information into focused campaigns designed to create urgency and support commercial conversion.
- Delivered market, competitor, and media insights to senior management, informing campaign direction, channel selection, and longer-term marketing decisions.
- Managed agencies, media partners, vendors, brokers, and international stakeholders, adapting communications for Chinese clients and regional audiences.
- Led roadshows, property exhibitions, annual dinners, and cultural events, integrating event promotion with website, email, CRM, and post-event communications.

Alola Property / Tameer Development

Abu Dhabi, UAE

Marketing & Communications Manager

September 2020 - May 2023

- Led the communications team from campaign brief through launch, aligning digital, social, and traditional activity with revenue priorities and brand objectives.
- Owned annual marketing budget planning and performance oversight, directing resources toward the channels and initiatives with the strongest commercial relevance.
- Partnered with development and design teams to turn technical project information into accurate, buyer-focused messaging while maintaining brand compliance.
- Directed international roadshows, exhibitions, and stakeholder events, using market and competitor intelligence to sharpen positioning and audience targeting.

PROFESSIONAL EXPERIENCE - CONTINUED

Superior Track Travel & Tourism

Dubai, UAE

Marketing Executive

June 2018 - August 2020

- Executed and evaluated email, social media, and paid digital campaigns, using performance data to improve engagement and customer acquisition activity.
- Managed agencies and vendors against campaign briefs, timelines, and brand requirements, ensuring consistent delivery across digital initiatives.
- Coordinated outsourced IT partners and maintained website content, platform updates, and digital infrastructure needed for reliable customer communications.
- Combined competitor research with frontline client feedback, helping leadership identify market opportunities and improve the end-to-end customer experience.

LESCO

Lahore, Pakistan

IT & Marketing Executive

February 2017 - July 2018

- Built and managed the organization's social media presence, establishing a consistent digital identity and a structured approach to community engagement.
- Designed campaign tracking and management reporting frameworks, turning channel performance data into practical recommendations for leadership.
- Maintained internal systems and network hardware, supporting reliable day-to-day operations and communication across departments.
- Led user support and system-upgrade coordination, resolving software issues and improving employee access to essential business tools.

Shenkai Petroleum & Chemical Equipment

Shanghai, China

Client Communications Liaison & IT Executive

February 2016 - December 2016

- Acted as the principal communications link between the Shanghai headquarters and Gulf-region clients, clarifying technical requirements and commercial expectations.
- Converted complex equipment specifications into actionable briefs for internal teams, supporting smoother coordination during international deployments.
- Managed vendor relationships and supported negotiations by translating commercial terms and aligning external commitments with operational requirements.
- Controlled departmental budgets and capital expenditure records while supporting technology operations and cross-functional executive reporting.

EDUCATION

Bachelor of Software Engineering

October 2017

Bohai University | Jinzhou, China

Credential: MOFA-attested

Diploma in Digital Marketing

August 2012

Virtual University | Lahore, Pakistan

HSSC - Pre-Engineering

September 2010

Punjab College | Lahore, Pakistan

CERTIFICATIONS & TECHNICAL EXPERTISE

Google: Google Analytics Individual Qualification | Search Ads 360 Certification | Campaign Manager Certification

Digital: Advanced SEO Strategy | WordPress Content Management | Graphic and Web Design | Brand Identity

LANGUAGES

Fluent: English | Urdu / Hindi | Punjabi

Additional: Chinese - Conversational | Arabic - Basic