




**Global Brand Specialist**  
Eligible To Work In Germany



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English: Native or Fluent  
German: Basic or Beginner  
Hindi: Proficient or Advanced

## CONTACTS

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 **[www.meiraj.com](http://www.meiraj.com)**

## EDUCATION

- **Global MBA (Luxury)**  
Berlin School of Business & Innovation  
- April 2021
- **Bachelors in Animation & Vfx**  
Arena Animation Institute - August 2016

## SKILLS

Creative Direction & Branding  
Media Planning & Management  
Marketing & Communication  
Public Relations & Event Planning  
Technology Management  
Ecommerce Management

# Meiraj Ahmed MBA. BA

Branding . Marketing . Communication . Media .

## PROFILE INFO

I have **10 years of experience** as a global public relations and brand marketing specialist, generated €2.6 Million by consulting and supporting Fortune 500 Brands, Multinational B2B, B2C agencies, Startups & Governments.

I am an organisational intrapreneur to employers, & a future focused consultant to my clients and strategic partners.

## WORK EXPERIENCE

### Chief Innovation Officer (Own Startup)

*At ProTech Humanity - January 2017 to March 2021*

#### Job Description:

- Managing a **200 member network** of fashion technologists, experts and manufacturers.
- Developing **new fashion technology product lines** through strategic relationships.

### Head of Brand Conceptualisation (Affiliate Marketing)

*At Five Star Portugal - June 2020 to January 2021*

*Point of Contact: John Rice (CEO)*

### Director of Brand Marketing

*At Ayiras Ventures - January 2019 to October 2019*

#### Job Description:

- Established a successful business consulting firm with multinational brands, integrated marketing agencies and governmental institutions.
- Managed B2B, B2C creative, digital, media production, PR and event management partners.
- Automated the business by improving the project delivery output to **control scope & budget**.
- Strategised conceptual campaign presentations for brands such as **Jaguar Land Rover, Amstel, Smirnoff, Toyota, GE Healthcare, SAP Concur, Johnnie Walker, Italtechno** etc.
- Established new revenue streams from startup incubation by **mentoring and developing talent**.
- Stepped down from the board with active voting rights to pursue the **Global MBA education**.

### Brand Marketing Director

*At Motion Dynamics Live- January 2018 to March 2019*

#### Job Description:

- Founded a creative studio focused on **employee branding, social media and event marketing**.
- Manage client expectations, update the media kit, create retainers and manage accounts.
- Constantly managed **social media, events, concerts, conferences and exhibitions for clients**.
- Responsible for pitching creative and marketing (Digital, ATL, BTL) campaigns as an external agency consultant for brands such as **Black & White, Fastrack, Wrogn, Amazon India, Myntra, Talisker, Jockey, Qualcomm, General Electrics, Accenture** etc.

## DIGITAL NATIVE

Adobe Creative Suite - Expert

Microsoft Office - Expert

Wix CRM - Proficient

Asana, Trello, Monday - Expert

Digital Marketing - Expert

Keynote & Prezi- Expert

Social Media Tools - Expert

## FOCUS INDUSTRIES

Product Technology Industry

FMCG - AlcoBev Industry

E- Automobile Industry

Space Tourism Industry

Luxury Fashion Industry

Healthcare

Smart City & Sustainability

## PASSION PROJECTS

We Can - Girl Child Empowerment

Service360 - Service Marketplace

Galea Smart Helmets

ProTech Humanity, Fashionevolution

AR Apps for Cross Industries

Digital Education Systems

Smart Water System Integrations

Workshops on [meiraj.com](http://meiraj.com)

## Concepts & Ideation Manager

*At Wings Events- February 2018 to April 2019*

### Job Description:

- Responsible to create and strategise employee branding & brand marketing campaigns for the organisations clientele.
- Led the conceptualising team to engage employees, acquire new consumers, manage existing consumers and develop new branded **Intellectual Properties**.
- Conceptualised engaging hackathons and innovation challenges for brands such as **Intel, Cargill, Bosch, Qualcomm, IBM and Sapient**.
- Established a training process within the organisation to augment individual team strength and defined the new brand strategy for the financial year of 2018-19.

## Creative & Concepts Executive

*At Eblitz Creations - January 2016 to January 2018*

### Job Description:

- Recognised for my contribution as the **employee of year (2016-17)**.
- Responsible for conceptualising and creating **360 brand strategies** for clients & client employees globally.
- Represented the organisation regularly to bid and pitch for brand projects.
- Cross-functional intrapreneur with problem solving skills before escalation.
- Conceptualised the brand marketing plan for the **Kingfisher Ultra Derby (2016,17 &18)**, **Heineken UEFA Champions League Trophy Tour (2017)**, and strategised the launch of the first industrial internet software **Predix for General Electric India (2016)**.
- Regularly worked key brand accounts such as **Accenture, Akamai, Alibaba, ANZ, Aprilla, Brillio, Cisco, Danske IT, Ernst & Young, GE, Heineken, JDA, McAfee, Nvidia, Puma, OnePlus, Society Generale** etc.

## Concept Designer & Cofounder

*At Galea Technologies - August 2014 to December 2015*

## Creative Marketing Executive

*At Pixel Pack Inc. - June 2012 to July 2014*

## Marketing Communication (Mandatory Internship)

*At The Berlin Innovation Agency - October 2020 to January 2021*

### Job Description:

Mandatory Internship for the Global MBA program

- Directed smart creative & innovative ideas to keep the social media community engaged.
- Developed engaging content based on social analytics and trend based delivery system
- Implemented new marketing strategies, and engaging social marketing funnels.
- Created motion graphic videos with Adobe Creative suite with a **1500% engagement rate**.
- Analysed social media and brand marketing data to strengthen the brand programs.
- Introduced **C-level experts, professional network, startups, and clients** for future partnerships.
- Managed the social campaigns for the Future City Incubator, & Smart City Hub.

## VOLUNTARY

- Branding and Innovation advisor - **Sustainable Expatriation** (Jun2020-Jan2021)
- Startup Investor relations & Pitch Coordinator - **Berlin Startup Club**
- Brand Evolution with **Digital Schooling**
- **BSBI & Redbull Innovation Case Study** - Sustainable Energy Solutions Dev.
- Lake conservation and partnerships development - **Government & MNC Liaison**
- Logo and Branding workshop - **Huawei Consumer Cloud Internal Workshop**
- **Women empowerment campaigns** with workshops and micro events
- Setting up the **Sustainability society at BSBI** in 2020
- Supporting 3 NGO's with creative and entrepreneurial workshops
- Developing products to protect humanity from disease, disaster & violence.