






AMMAR AHAMED

Marketing and Communications Specialist

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 Kegalle, Sri Lanka

About Me

I'm a product and brand marketer, with experiences across content creation, storytelling and branding. Specialised in integrated marketing and communications across paid, earned and owned media in traditional, electronic, digital and new media disciplines.

From my first career as a digital marketer to the interview-inspired journalist to the copywriting work I do to the salesman and marketer I am today, I look forward to learn and grow. Apart from my full-time job, I currently run a digital marketing agency, and work as a consultant during my weekends. Having worked with over 50 B2B and B2C brands and companies for product marketing, brand marketing and employer branding across a wide range of industries has given me a unique portfolio of skills. I like to work with brands and companies that create change and impact lives for the better.

I look forward to a company that is growth-oriented, challenges me, and helps me along the way. I would love to learn, unlearn and relearn from my team as we grow.

Experience

Twinery - MAS Innovations | MAS Holdings

November 2023 - Present

Marketing/ Branding Entrepreneur

January 2024 - Present

As a marketing and branding entrepreneur for the Future Works team at Twinery, I work across the marketing, sales, retail and branding functions of SPRYNG. The role involves working in the domains of growth marketing, paid media management, affiliate marketing, email marketing, content production, public relations and liaising with other agencies, suppliers and partners. Establishing B2B relationships across new regions and markets. Revamping channels for improved growth and performance. Manage ecommerce, logistics and marketing operations.

Business Entrepreneur | Project Management - Marketing

November 2023 - January 2024

Identifying new products and new markets. Managing ecommerce, commercial and logistics. Establishing and relationships with B2B partners, influencers, KOLs and development partners. Revamped growth marketing efforts to nurture better leads across channels. www.twinery.co www.masholdings.com

MAS KREEDA | MAS Holdings

July 2022 - October 2023

Senior Executive - Branding and Communications

Developed and assisted in establishing the divisional communications strategy. Executed internal and external communications. Created content plans, scripts, creatives, videos, press releases and assets for communications. Grew social media channels, Managed events, OHI activities, and employer branding initiatives. Aligned plant and supportive teams towards the communication goals of the company. Liaised with suppliers, agencies, vendors, and external parties. www.masholdings.com

CurveUp

May 2023 - Present

Specialist - Impact Communications and Public Relations (consultant - part time)

Consulting CurveUp and its global project partners communicate projects impactfully. Superhead internal and external communications. Create strategy, content, awareness and drive leads for the projects. Consult SMEs and startups on their brand & product marketing practices. Build partnerships, materialise the sales funnels with inbound and outbound marketing. www.gocurveup.com

PR Wire - Edelman Affiliate | Wire Communications Consultancy Group

December 2021 - July 2022

Public Relations and Communications Executive

Account Manager and executive for key accounts across MNCs, & FMCG categories including Coca-Cola (Maldives - PR and Sri Lanka - Digital) and several Hemas brands (Fems, Dandex, Gold). Worked across and headed teams in brand strategy & planning, content development, PR, digital marketing, media relations, reputation management, crisis communication, influencer management, and media buying. Liaised with partner (foreign) agencies and supported the group's/clients' sustainability, diversity, and inclusivity measures. www.prwiresl.com

Communique PR | Wire Communications Consultancy Group

October 2020 - December 2021

Public Relations Executive

Managed and worked with global and local brands for their PR and marketing efforts - Vivo, Amana Takaful, Pelwatte Dairy, UPS, Stafford Motors, Sadaharitha, and Emerald. I created and implemented traditional and digital PR, content, and digital marketing strategies, plans, and campaigns for clients that drive awareness, leads, and change. I wrote press releases, thought leadership articles, scripts, ad copy, and social media copy. Helped build brands, strengthen their online and offline reputation, managed influencer marketing and manage crises. Built collaborations and organizational relations, and managed CSR activities, projects, and events. Offered analytics and insights based on analytics and via the daily media monitoring and tracking of traditional media.

BuildinBlocks
Co-founder, Head of Sales, Client Relations and Strategy
Buildin Blocks is a digital marketing agency helping SMEs get online, build communities and sell online.
Buildinblocks support clients with SEO, media buying, photography, videography, social media, website development, CRM, Shopify, digital PR, and event management.
www.buildinblocks.agency

April 2019 - Present

Amana Bank
Marketing and Communications - Junior Executive Assistant
Developed the company’s first-ever long-term PR strategy, process, and pipeline. Streamlined media relations. Managed the social media handles of the company. Worked with the customer service and call center teams. Contributed towards content ideation, creation and production.
www.amanabank.lk

February 2020 - October 2020

Muslim Aid Sri Lanka
Digital Marketing Excecutive / Communications Assistant (seasonal & part time)
Researched stories, designed creatives, and ran email marketing campaigns. Supported the national director with cross regional communication and crisis communication.
www.muslimaidsl.org

February 2019 - July 2019

Education

Masters of Science in Marketing Management (reading) - completion in August 2024
Staffordshire University

Professional Diploma in Digital Marketing
Asia Pacific Institute of Digital Marketing

Diploma in Journalism
Sri Lanka College of Journalism

Certificate in Human Resources Management
Chartered Institute of Personnel Management (CIPM)

G.C.E Advanced Level - 2018
Business Studies - B, Economics - C, Accounting - S

G.C.E Ordinary Level - 2015
English literature, ICT, English, Islam - A, Maths and Commerce - B, History, Tamil and Science - C

Zahira College Mawanella
Executive Committee Member - Old Boys’ Association (2021/23), xZahirians (2022/23)
Senior Prefect - 2017/2018
President - Students’ Media Forum, Social Media Team, Chess Club, Vice President- Photography Society

Certifications

On page SEO
Technical SEO
Semrush - May 2022

Art of Storytelling
Creators’ Master Course (topped both waves)
Nas Academy

Skills

Marketing strategy	Social media marketing	Project management
Communication	SEO (Google, Bing, Baidu)	Relationship building
Team building	Analysis and data reporting	Research and development

Tools

Analytics Tools	Wordpress/ Shopify/ CMS	Cision/ reachout
Photoshop/ Illustrator	Semrush/ Ahrefs	Heatmaps
Events/ Pixels/ Goal tagging	Programmatic marketing tools	Hubspot/ CRM
Premiere Pro/ After Effects	Automation tools	Helium 10/ Jungle Scout

Interests

Copywriting/ blogging	Sustainability relations
Public speaking	Government relations
Designing (visual communication)	Networking

Sports and Games

Basketball	Swimming	Chess
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