

Ammar Ahamed

Marketing and Communications

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I am a marketer with agency and in-house experience working across corporate, brand and product marketing, as well as executive, customer and employee communications. I've had the privilege of collaborating with top-tier brands and emerging startups, driving significant business impact. I'm a multi-passionate generalist – a trait that has helped me stay ahead by offering diversity in thinking and execution. I am eager to join dynamic teams that strive to make a positive impact, challenge me, and provide opportunities for continuous learning and growth.

PROFESSIONAL EXPERIENCE

Twinery – MAS Innovations | MAS Holdings
Marketing and Branding Entrepreneur

Colombo, Sri Lanka
November 2023 – Present

- Lead and manage marketing for Project Marketplace (B2C, retail and e-commerce focused apparel arm).
- Lead marketing and branding closure proceedings for SPRYNG (B2B, B2C health-tech brand).
- Manage growth marketing, performance marketing and marketing data analytics.
- Lead content creation, organic media, paid media management and affiliate marketing.
- Manage in-house teams, agencies and freelancers for content, social media, digital marketing, public relations, SEO, events and key opinion leaders (KOLs) and creators in the US, in Sri Lanka and Malaysia.
- Manage ecommerce (Amazon, website – Shopify, WooCommerce) and all social channels across traditional, new and owned media.
- End-to-end management from market research, product development to manufacturing, logistics and sales.
- Product and brand marketing project management and marketing operations management.
- Manage partnerships across suppliers, vendors and corporate/ not for profit associations.
- Manage revenue, gross profits and budgets and ensure proper stakeholder management and reporting.

MAS Kreedaa | MAS Holdings
Senior Executive – Branding and Communications

Biyagama, Sri Lanka
July 2022 – October 2023

- Developed divisional communications strategy (11 plants across Sri Lanka, Indonesia and Jordan)
- Strategized, directed and executed internal and external corporate communications strategy.
- Developed content plans, scripts, creatives, videos, press releases and other assets for communication.
- Managed events (internal, external), occupational health-based initiatives and employer branding projects.
- 3140% YOY growth on social media following and engagement.
- Lead sustainability (ESG) communication strategies, content production and public relations.

CurveUp
(External Consultant) Specialist – Impact Communications and Public Relations

Sri Lanka
May 2023 – October 2023

- Consult CurveUp and its global/local partners in communications.
- Create strategy, content, awareness and drive leads for projects.
- Consult SMEs and startups on their brand and marketing efforts.

BuildinBlocks
Co-founder – Head of Growth, Strategy and Client Success

Kegalle, Sri Lanka
April 2019 – Present

- Currently 2600% YOY growth in revenue.
- Head communications, performance marketing, brand management, public relations and lead generation.
- Manage key clients, head sales calls, generate leads, nurture and convert them.
- Manage team and overall business strategy.
- Industries we work with – Technology, Aquaculture, Agriculture, Software Development, Recruitment, Apparel, Logistics, Medical, Consultancy, Furniture, Sports Goods, Food and Education.
- Turned around the business which was in the verge of closure together as a team.

Wire Communications Consultancy
Public Relations and Communications Executive – PR Wire
Public Relations Executive – Communique PR

Colombo, Sri Lanka
December 2021 – July 2022
October 2020 – December 2021

- Account manager for key accounts across MNCs, FMCG, SMEs and Startups in Sri Lanka and Maldives - including Coca-Cola, Vivo, Asus, UPS, Hemas, Amana Takaful, Pelwatte, Stafford Motors and Emerald.
- Worked across and headed teams in brand strategy, planning, content development, public relations, media relations, reputation management, crisis communications, influencer management and media buying.
- Wrote press releases, blogs, scripts, speeches and thought leadership articles.
- Built some of the strongest media relationships, organized media conferences and press briefings.

Amana Bank PLC
Marketing and Communications – Junior Executive Assistant

Colombo, Sri Lanka
February 2020 – October 2020

- Developed first ever long-term PR strategy, process and pipeline. Built media relationships.
- Managed social media handles of the company and helped develop campaigns for them.
- Worked with customer service and call centre teams.

Muslim Aid Sri Lanka
Communications Assistant (Seasonal & Part Time)

Colombo, Sri Lanka
February 2020 – July 2020

- Supported the national director with cross regional communications and crisis communications.
- Researched stories, designed creatives, ran campaigns.

EDUCATION

Masters of Science in Marketing Management (Reading)
Staffordshire University

Completion – December 2024

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

G.C.E Advanced Level
G.C.E Ordinary Level
Zahira College Mawanella

2018
2015

SKILLS, CERTIFICATIONS AND TOOLS

- Proficient in Project Management, Community Management and Social Listening.
- Certifications in Technical and On-page SEO from SEMrush.
- Topped NAS Academy's courses – Art of Storytelling & Creator's Master Course.
- Experienced in data scraping, analytics and visualization.
- Fluent in English (full professional proficiency), Tamil (bilingual proficiency) and Sinhala (working proficiency).
- Proficiency in the following types of tools

Clevertap	Cision/ Reachout	Analytical tools	Photoshop, Illustrator
Premier Pro, After Effects	SEMrush/ Ahrefs	Heatmaps	CRM (Hubspot)
Helium10/ Jungle Scout	Automation Tools	AWIN	Programmatic Advertising
Klaviyo/ Attentive	CMS (WP, Shopify)	Meltwater/ Brand24	AI Content Creation