Aisha Rahman

Marketing Director, Consumer Brands

CONTACT

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SKILLS

Brand strategy
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Performance marketing
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Team leadership
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Analytics
●●●●○

Copywriting
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LANGUAGES

English	Native
French	Fluent
Urdu	Conversational

CERTIFICATIONS

Google Analytics Certified, 2022

Certified Marketing Management Professional, 2019

PROFILE

Marketing leader with 14 years of experience growing consumer brands across Canada and the US. I connect brand, performance and product marketing, and I have managed budgets of up to $12 million and teams of 22.

EXPERIENCE

Marketing Director

Fieldstone Foods 2020 to present

- Lead a team of 22 across brand, digital and trade marketing
- Grew online revenue from $9 million to $31 million in three years
- Relaunched the core brand, lifting unaided awareness by 15 points

Senior Brand Manager

Maple and Pine Co. 2016 to 2020

- Managed a $6 million portfolio of five snack brands
- Launched 11 products, 4 of them in the top three of their category

Marketing Specialist

Northern Lights Media 2012 to 2016

- Planned and measured campaigns for 15 retail clients

EDUCATION

MBA, Marketing

Rotman School of Management 2012

BComm, Business Administration

McGill University 2009