Aisha Rahman

Marketing Director, Consumer Brands

aisha.rahman@example.com
+1 (416) 555-0138
Toronto, Canada
linkedin.com/in/aisharahman

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 2020 to present
Fieldstone Foods · Toronto, Canada

- 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 2016 to 2020
Maple and Pine Co. · Montreal, Canada

- Managed a $6 million portfolio of five snack brands
- Launched 11 products, 4 of them in the top three of their category
- Cut agency costs by 18% by moving from five agencies to two

Marketing Specialist 2012 to 2016
Northern Lights Media · Ottawa, Canada

- Planned and measured campaigns for 15 retail clients
- Built the reporting template adopted by the whole agency

EDUCATION

MBA, Marketing 2012
Rotman School of Management

BComm, Business Administration 2009
McGill University

SKILLS

Brand: Positioning, naming, brand architecture, creative briefs

Growth: Paid media, CRM, lifecycle marketing, SEO, A/B testing

Leadership: Budget planning, agency management, team development

CERTIFICATIONS

- Google Analytics Certified, 2022
- Certified Marketing Management Professional, 2019

LANGUAGES

English (native), French (fluent)