

# Aman Ahmad

+971 55 275 7365 • [foramaan@hotmail.com](mailto:foramaan@hotmail.com) • <https://www.linkedin.com/in/aman-ah/>

## PROFILE

---

Strategic and data-driven GTM & Growth Professional with 4+ years of experience across Fintech, SaaS, and public sector. Proven track record of leading successful B2B marketing campaigns, driving qualified pipeline, and executing brand and awareness strategies that directly impact revenue.

## RELEVANT EXPERIENCE

---

### Qashio

Dubai, United Arab Emirates

#### Program Manager

April 2024 – Present

#### Company Profile:

- Qashio is a UAE-based fintech offering spend management solutions via corporate credit cards powered by Visa. Raised \$10M+ USD with operations in Europe, GCC, and Jordan.

#### Responsibilities:

- Responsible for lead conversion, awareness, sales enablement, events and communication.

#### Conversion:

- Delivered 500+ SQLs and 200+ qualified B2B opportunities per quarter to the sales team
- Create new contact lists with automated outreach over LinkedIn, WhatsApp, Email, and phone calls to support business development.
- Launched WhatsApp as a conversion channel, reducing Cost Per Lead by 39%
- Designed co-branded ads with Visa and Emirates, achieving 70% lower Cost Per Lead compared to FY24
- Created sales training material, competitor battlecards and objection handling guides to boost conversion by ~20%.

#### Awareness

- Secured high-quality backlinks to grow organic traffic and improve domain authority for SEO.
- Executed high-impact OOH campaign by branding a Cybertruck for activation and awareness
- Manage all Webflow content, including landing pages, blog posts, and core site updates

#### Communication:

- Create and manage lead-generation email campaigns
- Oversee all internal/external communications and multi-channel campaigns across paid, owned, and earned media.
- Manage Qashio's social presence across LinkedIn, Instagram, and TikTok

#### Events:

- Organized the launch of Qashio's Travel Solution at Atlantis the Royal and Arabian Travel Market.
- Created targeted invite lists and ensured attendance from key decision-makers and prospects
- Managed all logistics, including vendor coordination, business card printing, booth setup, and branded materials
- Led pre- and post-event outreach via email and WhatsApp, driving engagement and follow-ups for sales

### Sparelabs

Vancouver, Canada

#### Strategic Business Development Mid-Market

Jan 2022 – January 2024

#### Company Profile:

- Sparelabs is a leading Mobility-as-a-Service start-up based out of Vancouver, Canada with operations in Europe. Its customers are transit agencies across North America and Europe. With over 130 employees it is backed by iNovia Capital, Mitsubishi, and others.

#### Responsibilities:

- Manage the expansion of Spare in the Midwestern and Central states/provinces of the USA and Canada through strategic relationships.
- Consult with State and local government to analyze transit challenges and deliver customized presentations to address their specific needs and procure transportation systems.

#### Achievements:

- Utilized CRM Salesforce to generate over \$6.4 USD in pipeline and over \$520,000 in annual recurring revenue.
- Designed over 8 different sales campaigns, managed inbound leads, and supported by writing Account Executive and Proposal team's responses to Request for Proposals (RFPs).
- Built and maintained relationships with multiple agencies, government officials and partners through regular Zoom calls, conferences, and LinkedIn.
- Developed a comprehensive guide for the Business Development and Partnerships team, outlining impactful outreach strategies tailored to engage disadvantaged business enterprises, to grow our market presence.

**Government of British Columbia**  
*Communication and Design Associate (Co-op)*

Victoria, Canada  
Sept 2019 - Dec 2019

#### Company Profile:

- The Ministry of Advanced Education Advanced Education, Skills, and Training (AEST) is a branch of the Canadian provincial government responsible for leadership and direction for post-secondary education in British Columbia.

#### Responsibilities:

- Responsible for the internal and external communication of the branch.

#### Achievements:

- Collaborated with the AEST to interpret complex data and create effective communication materials for public use.
- Designed annual reports, quarterly newsletters, and brand recognition strategies.
- Supported graphic design requirements, including presentations and reports.
- Designed an International Education framework for the Executive Director of the branch.

## EDUCATION

---

**Simon Fraser University**

Vancouver, Canada

*B.A Communications*

*- Final Semester GPA of 3.67 (Deans list for Spring & Fall of 2020)*

**GEMS Wellington International School**

Dubai, UAE

*Internationale Baccalaureate*

## NATIONALITY

---

- Canadian

## CERTIFICATIONS

---

**Professional Solution Sales:** Training provided through Portage sales training. Also received the Golden Canoe award during this time.

**Social Media Strategy Certification:** Obtained through HubSpot online.

## LANGUAGES

---

Arabic – Novice

Hindi – Native

## INTERESTS/ EXTRA CURRICULAR

---

- Chess enthusiast (once played against a former South African national team member)"
- Travelled to 24 countries; currently planning a London-to-Mongolia overland drive as a personal resilience challenge