

# TANZEEL ABDUL RAUF PATKER

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## Personal Details

• 17-08-1986 • Male • Pakistani • English and Urdu • UAE Valid Driving License

## HEAD OF MARKETING & REVENUE GROWTH

MULTI-BRAND PORTFOLIO MANAGEMENT | OPERATIONAL GROWTH & BRAND STRATEGIST | DRIVING REVENUE TRANSFORMATION THROUGH PRICING STRATEGY | AI-POWERED GROWTH.

I'm an Award-winning Marketing Leader and Revenue-focused with 14 years of experience scaling multi-brand portfolios across F&B, Retail, Real Estate and Fashion sectors in GCC and APAC region. Proven record of driving **30%+ revenue growth**, launching **4 e-commerce platforms**, and expanding **Burger King's footprint by 3x**. Alongside my MBA, I'm now pursuing AI & Data Science at the (London International Studies and Research Center), leveraging data-driven decision-making for sustainable business growth.

## LEADERSHIP HIGHLIGHTS

- ▶ **Drove** 30% YoY F&B and 43 % YOY Fashion Revenue growth through omnichannel strategy.
- ▶ **Upscale** the revenue of Luxury Jewelry Brand and Fashion stores by 34 % ~ 38 % in Asia Pacific Region via sub-Franchise Modeling.
- ▶ **Scaled Burger King** footprint from 13 → 42 stores in 24 months.
- ▶ **Open** the Gates for Asian region for QSR Brands like Johnny Rocket International.
- ▶ **Built** 4 e-commerce ecosystems across fashion & F&B.
- ▶ **Achieved 31%** increase in digital revenue via AI-enabled marketing.
- ▶ **Led** 20+ team across 4 brands, managing AED 15M annual marketing budget

## AREAS OF EXPERTISE

Generative AI-Powered Decisioning | Data-Driven Transformation | Commercial Strategy | Revenue Optimization | P&L Ownership | Retail & F&B Marketing | Digital Transformation | Cross-functional Leadership | 360 Degree Marketing Expert | Stakeholder Management | Omnichannel Growth | Sales Forecasting & Budget Governance | Marketing Automation | Sales Enablement & Promotion Strategy | Performance Analysis | Strategic Partnerships & Alliances | ATL/BTL Campaign Management | Public Relations & Corporate Communication | Google Analytics

## PROFESSIONAL EXPERIENCE

### ALIF INVESTMENTS

JAN 2025 – PRESENT

**Group Head of Marketing & Business Development | M.E.A. Region**

**BRANDS:** B&B Restaurant | Junaid Jamshed | Emly Chilli Restaurant | Meat One

Align brand goals with UAE and GCC market trends by leading the group's marketing vision. Play an integral role in directing all brand management, marketing, and business development initiatives for four distinct verticals, including fashion retail, F&B, and meat retail.

### KEY ACCOMPLISHMENTS

- ▶ **Delivered 31% YoY revenue growth** by building a new e-commerce ecosystem, improving conversion rate by 24%, and reducing acquisition cost through AI-driven campaigns.
- ▶ **Dynamic Pricing Vision: Increased retail profitability and market penetration** by developing dynamic costing and pricing optimization strategies.
- ▶ **E-commerce Growth: Achieved a 31% increase in online orders** by launching a new e-commerce platform supported by innovative, targeted marketing campaigns and data-driven strategies.

- ▶ **Strategic Online & Retail Market Expansion:** Attained significant sales growth and organizational success by spearheading comprehensive strategic online and retail market expansion initiatives.
- ▶ **POS Integration & Data-Driven Decision Support:** Succeeded in enhancing data-driven decision making by integrating POS systems with aggregators and implementing Microsoft BI and Dynamics ERP.
- ▶ **Reputation Management:** Built brand equity by aligning product storytelling with audience values, achieving >30% lift in positive media mentions and brand recall.
- ▶ **Growth Marketing:** Increased F&B revenues by double digits YOY through brand campaigns, influencer activations, and strategic sponsorships.

**ALIF INVESTMENTS**

DEC 2023 – PRESENT

*Group Marketing Manager | Dubai, UAE**BRANDS: Junaid Jamshed | Meat One | B&B Restaurant | Emly Chilli Restaurant*

Achieved business goals by designing marketing strategies for renowned brands. Improved efficiency by standardizing operational processes across multiple retail locations.

**KEY ACCOMPLISHMENTS**

- ▶ **High-Impact Sales & Marketing Strategy Execution:** Exceeded revenue targets and increased profitability by formulating and executing high-impact sales and marketing strategies tailored for diverse retail and F&B brands.
- ▶ **E-Commerce Development & Brand Marketing Strategy:** Drove strategic brand positioning and boosted online presence and sales by launching four e-commerce sites and leading marketing for Emly Chilli, B&B, Junaid Jamshed, and Meat One in alignment with company objectives.
- ▶ **In-Store Experience & Customer Retention:** Improved brand loyalty and customer retention by ensuring an exceptional in-store experience across all retail outlets.
- ▶ **Strategic Brand Alignment & Market Growth Initiatives:** Aligned marketing efforts with business goals by leading strategic initiatives for various brands, and ensuring cohesive brand positioning and market growth.

**THE HOUSE OF ALMAS**

JUL 2018 – NOV 2023

*Senior Brand Marketing Manager | Pakistan & UAE**Brands: Almas Jewelry | Almas Fashion | Almas Restaurant | Almas Properties*

Launched UAE chapter of ALMAS Jewelry and Fashion to expand brand presence and market reach. Led the brand development and positioning initiatives to enhance market presence and customer recognition. Launched a premium fashion vertical, F&B Restaurant and Properties to expand the company's brand portfolio and elevate positioning in the luxury segment. Developed key partnerships with high-profile clients to strengthen brand loyalty and foster long-term relationships.

**KEY ACCOMPLISHMENTS**

- ▶ **Expanded market presence & revenue streams** by launching ALMAS Jewelers' fashion apparel line and initiating a Sub-Franchising Program, resulting in 4 sub-franchise deals across Pakistan and the UAE in Retail Fashion, F&B Retail, and Real Estate Development.
- ▶ **Achieved brand visibility and industry recognition** by leading and executing ALMAS Jewelry and Fashion's participation in Fashion Shows, Pakistan Fashion Week, and LUX Style Awards.
- ▶ **Honored as the Best Digital Marketer by Pakistan Digital Awards**, a government-recognized achievement for individual excellence.
- ▶ **Enhanced strategic decision-making** by developing a digital retail marketing framework and business intelligence tool, enabling real-time analytics, and aligning marketing strategy with evolving consumer and market trends.
- ▶ **Elevated digital engagement** by establishing strategic alliances with banks and integrating payment gateways.

**Burger King | Pizza Hut | T.G.I.F.**

APR 2016 – JUN 2018

*Group Brand Manager | Pakistan & Singapore**Parent Co. MULTI CONCEPT RESTAURANT (MCR GROUP)*

Led the strategic development of brand marketing plans across multiple international markets for Burger King, Pizza Hut, and TGIF. Achieved precise financial control and data-driven decisions by implementing the ERP costing module across operations. Delivered insights by extracting vital data from SQL servers and visualizing results using Microsoft Power BI.

#### KEY ACCOMPLISHMENTS

- ▶ **Achieved transformative growth and innovation** by leading strategic operations, marketing, and digital initiatives, and delivering enhanced performance across the entire organization.
- ▶ **Expanded Burger King's nationwide network from 13 to 42 restaurants** while demonstrating rapid, considerable growth and operational excellence as a Brand Manager.
- ▶ **Enhanced customer engagement and brand visibility** by launching and integrating Burger King Pakistan's official website, bkpakistan.com, across all social media platforms.
- ▶ **Introduced 4 locally-inspired burger flavors to enhance customer experience** in Pakistan through collaboration with the regional team and focus on local taste preferences.
- ▶ Set a benchmark of excellence by **implementing a Sub-Franchisee model with 17 driven partners** to foster entrepreneurship, enhance operational efficiency, and promote growth through innovative business practices.
- ▶ **Earned double promotion in 2017** at Burger King APAC for outstanding performance and leadership.

IQRA UNIVERSITY (*The Academy, Educational Networking System*)

OCT 2014 – MAR 2016

*Manager Marketing & Public Relations | Pakistan*

Johnny Rockets International

MAR – SEP 2014

*Group Manager Marketing | Pakistan*

OXYGEN MUSIC TV CHANNEL

JAN 2012 – FEB 2014

*Manager Marketing & Operations | PAKISTAN*

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*Additional Experience as an Adjunct Faculty Member (Jan 2013 – Nov 2023) at Iqra University, Karachi, Pakistan;  
Adjunct Faculty (Contract) (Aug 2016 – Nov 2023) at Bahria University, Karachi, Pakistan;  
Management Trainee Officer (Mar – Nov 2011) at IBM Italia S.P.A, Karachi, Pakistan.*

## EDUCATION & PROFESSIONAL BACKGROUND

### PROFESSIONAL CERTIFICATION

**Certified Artificial Intelligence Professional (LISRC, UK) – 2026 (Expected)**

**Doctorate in Business Administration (DBA) – University Utara Malaysia (In Progress)**

**MBA, BBA – IQRA University, Pakistan**