NIHAAD SHAIKH

Head of Marketing — performance marketing & brand growth.

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Marketing leader with nearly a decade scaling brands across the GCC and India, from luxury labels to the ones that attract the masses. Multi-million-dollar revenue, double-digit growth and strong ROAS across segments and markets. Marketing is psychology and storytelling: understanding the customer, listening to what they actually want, and telling a story that makes them care.

EXPERIENCE

Oct 2025 – present

HEAD OF MARKETING

UFC Gym — UAE, Qatar & Kuwait

- Lead marketing strategy and go-to-market direction across three markets, owning brand, performance and revenue across 10 clubs.
- Manage a team of content producers driving in-house creative for brand and lead-generation campaigns.
- Optimise paid media to maximise revenue per club; improved MQL-to-SQL conversion and cut cost per acquisition by 20%.
- Own website and full-funnel digital performance, aligning creative, media and CRM to convert traffic into members.
- Plan and deliver events, launches and activations that build community and membership.

2024 – 2025

PERFORMANCE MARKETING

Wellfit Mind & Body — UAE

- Drove membership growth across all clubs through end-to-end paid performance (Meta, Google, TikTok, Snapchat, Performance Max).
- Delivered multi-million-dirham revenue impact via integrated campaigns and the go-to-market launches of two new clubs.
- Built real-time Looker Studio dashboards tracking CPL, CPM, CTR and ROAS to continuously optimise spend.
- Produced performance content in-house (script, shoot, edit); managed club-level and annual budgets.

2022 – 2024

MARKETING MANAGER

UFC Gym — Qatar

- Generated QAR 10M+ in sales in one year through exceptional conversion across multiple locations.
- Launched two new clubs from the ground up, building awareness and early membership with targeted campaigns.
- Led events, sponsorships and influencer activations that strengthened brand presence and community.

2018 – 2022

SR. MARKETING COORDINATOR

2Point LLC — Qatar

- Managed multi-brand portfolios (Mayoral, N.Bar, XTI, Kocca, Naracamicie): awareness, promotions and social campaigns backed by sales-data analysis.
- Launched Mayoral's e-commerce platform during the pandemic, generating QAR 120K average monthly revenue end-to-end.

2016 – 2018

SR. DIGITAL MEDIA EXECUTIVE

WATConsult — Mumbai

- Led digital strategy and social content for Brussels Airlines, Unilever, Peter England and Piramal Pharmaceuticals.
- Managed and optimised campaigns against KPIs, driving measurable brand growth and stronger ROI.

SKILLS

- Performance marketing
- Paid media buying
- Marketing strategy
- Go-to-market strategy
- Multi-market strategy
- Brand storytelling
- Content production
- Photography & videography
- AI-driven analytics
- Looker Studio dashboards

EDUCATION

BACHELOR OF MANAGEMENT STUDIES

Narsee Monjee College of Commerce & Economics, Mumbai

BRANDS

UFC Gym · Wellfit · Mayoral · N.Bar · XTI · Kocca · Naracamicie · Unilever · Peter England · Brussels Airlines · Piramal (Saridon) · Reliance GenNext Hub · Canadian Wood · Asapp · Barbero · Era