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Top Skills

Marketing Research
Digital Marketing
Advertising

Honors-Awards

Pakistan Digital Media Agency of the
Year Award 2015
Pakistan Digital Media Agency of the
Year Award 2015
South Asia & Pakistan Digital Media
Agency of the Year Award 2014
Pakistan Digital Media Agency of the
Year Award 2013
South Asia Digital Media Agency of
the Year Award 2013

Publications

Symmetry Group: Digital media
company wins regional award
Symmetry Group crowned for
Excellence
Symmetry Announces 'Digital
Marketing' Competition for Students
Symmetry Group triumphant
trailblazers, once again
Symmetry Digital Wins South Asia
Digital Agency of the Year Award

Adil Ahmed

Entrepreneur & Digital Transformation Leader | AI, Fintech, &
Technology Innovator | Mobile, Social, & Content Marketing Expert |
Director & Co-Founder, Symmetry Group
Karāchi, Sindh, Pakistan

Summary

I am a trail blazer and a pioneer in shaping Pakistan's digital landscape. I thrive on entrepreneurship and developing new ecosystems This has resulted in over 20 years of experience in South Asia, Middle East, North Africa (MENA) & other regions, with companies including Symmetry Group, Yahoo, Maktoob & ESPN.

I co-founded Symmetry Group, Pakistan's first interactive marketing agency in 2003. We are credited with steering the digital market in Pakistan exponentially, with many of the country's leading brands now having a digital footprint due to our initiatives. Today, I am proud to say that my company Symmetry Group has evolved into a leading technology and experiences company serving the digital transformation and digitalization needs of high-profile local and international companies and their leading brands including P&G, Jazz, JazzCash, Khaadi, Habib Bank Limited, Martin Dow, Muslim Commercial Bank, Digicel (MyCash), Colgate Palmolive, JS Bank and many more.

My mission is to provide seamless and personalized digital experiences to partners using emerging technologies like AI and Big Data to enable them to achieve their full potential in the digital world. I have been fortunate enough to have worked with teams and companies embracing Digital Transformation and leveraging Business Intelligence to drive growth and make data-driven decisions, resulting in significant revenue and customer satisfaction improvements.

I believe in creating change and am driven by a quest for identifying untapped market potential and constantly assessing new business opportunities by introducing cutting-edge trends and launching successful digital and tech ventures.

Experience

Symmetry Group

Director & Co-Founder

February 2012 - Present (13 years 1 month)

Pakistan , U.A.E

The success of Symmetry Digital led to the formation of Symmetry Group. As a pioneer in the digital industry. I propelled the digital market in Pakistan to develop at a steady pace; this sprouted a host of other digital media service providers, some of whom became competitors.

At Symmetry group we used this to our advantage, the market growth and competition brought in many more opportunities.

As an initiator, I have been able to assess untapped market potential. My team and I have constantly been learning and evolving the digital mind-set and in the process working towards developing digital talent especially through 'Digital Minds' (See Projects).

Symmetry Group agencies (Symmetry Digital, Iris Digital, Creative Jin) are presently involved in managing digital marketing and digital transformation assignments for high profile companies & their respective brands including:

Unilever Pakistan, P&G Pakistan, Jazz, Khaadi, Habib Bank Limited, MCB, JS Bank, Engro and many others.

The group has been managing ESPN Digital in the MENA region, Bangladesh and Afghanistan as their sales representative.

<http://www.espncricinfo.com/>

<http://www.espnfc.com/>

<http://www.espnscrum.com/>

<http://www.espn.com>

<http://www.espnf1.com>

From a business development perspective I have been responsible for attracting new clients and identifying new markets. I frequently present new business strategies and common goals clearly to the group.

I am always seeking out and identifying new business opportunities and raising the group's profile within the market place. If you would like to contact me or work with me, please send me a LinkedIn mail or email me at a.ahmed@symmetrygroup.biz

Symmetry Digital Agency

COO

December 2005 - January 2012 (6 years 2 months)

Pakistan , U.A.E

My passion for digital marketing led to the establishment and co-launch of 'Symmetry Digital' in 2003.

I took on the role of Chief Operating Officer, It was an extremely exciting and innovative time as this agency was the first full service interactive marketing agency in the country.

In midst of the electronic media expansion, convincing brands to allocate spend on digital, besides ATL, was a challenge. Initially, we created awareness by giving directions to Brand Managers to graduate them from SEO, Banner Advertising, Google Adwords, MSN Messenger Advertising, Banner advertising in Urdu and so on.

The agency became the first and sole advertisers for Facebook banners, moving clients to Facebook pages and customized games for their target audience.

We then went onto introduce the effectiveness and reach for Rich Media ads, online competitions and polls. Created branded content integration with lead generation strategies through portals. We then moved onto spearheading Mobile content creation, Mobile Advertising and adaptations for different user platforms.

As the COO, I managed the Operations, Sales and Marketing of the agency, I was also accountable for generating revenue through meeting the needs of both existing and prospective customers in target industry sectors. I was also responsible for ensuring that the business met both its short and long term business objectives.

Key categories and clients serviced in recent years included:

Consumer Goods:

Unilever, Proctor & Gamble, Dalda foods Pvt. Ltd, GlaxoSmithKline, The Coca Cola company (Coca Cola, Fanta, Sprite)

Technology & Telecom:

Telenor (Talkshawk, djuice, Easypaisa), Nokia, Samsung, Mobilink Infinity, Qubee, Intel Corporation

Financial Services:

Burj Bank, HBL Asset Management, United Bank Limited, Summit Bank

TV Channels:

Urdu, Dawn News, Samaa TV

Airlines:

Emirate Airlines, Pakistan International Airlines

Others:

Pizza Hut, Domino's Pizza, K & N foods, KESC, Castrol

Maktoob Group

Manager Sales

May 2005 - December 2005 (8 months)

Dubai Internet City

- Led the sales efforts for Maktoob's business portal, www.Strategiy.com
- Selling online advertising and sponsorships
- Strategic identification, prioritization and approaching prospects and opportunities
- Business lead generation and upselling existing relationships
- Generated target exceeding revenues

Yahoo! Middle East Advertising Sales Office

Manager Sales & Marketing

July 2002 - May 2005 (2 years 11 months)

Dubai Internet City

- Managed multiple accounts for various Yahoo! advertisers in the region
- Advertisers included National Bank of Kuwait, ABN Amro Bank U.A.E, Al Ahli Bank Kuwait, Saudi Hollandi Bank, Riyadh Bank, HP Middle East, McDonalds Middle East, GM Motors, Oracle Middle East, Microsoft, Nokia Middle East, Sony Ericsson Middle East, Emirates Airlines, and Saudi Airlines.

Education

SZABIST, Dubai Campus, U.A.E

Master of Science (M.Sc.), Computing · (2003 - 2004)

Staffordshire University U.K. (Asia Pacific Institute of Information
Technology – APIIT) Karachi

Bachelor of Science (B.Sc.) Hons, Computing · (2000 - 2002)