



GAURISH POWAR

HEAD OF MARKETING

TARGET ROLE: MARKETING DIRECTOR

Brand & Omnichannel Strategy · P&L Leadership · AI-Powered Growth · CRM & Automation · Performance Marketing

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13+

YEARS

120+

BRANDS

\$17M

BUDGET & P&L

\$3M

FLAGSHIP CAMPAIGN

863%

ROI GROWTH

5,000+

CAMPAIGNS

EXECUTIVE PROFILE

Head of Marketing with 13+ years of progressive leadership driving brand growth, digital transformation and AI-led marketing across the UAE, GCC and India. Experienced in owning the full marketing function at C-level — annual strategy, a **\$17M budget and P&L**, a **\$3M flagship campaign**, a team of 8 plus multiple agencies — across **120+ brands**, including 90+ global franchise brands at Alshaya Group.

Most recently Head of Marketing at Europcar Dubai, where I led the brand relaunch and the company's AI adoption roadmap. I combine strategic leadership with hands-on AI capability — agentic AI systems, marketing automation and CRM workflows — and am ready to lead as **Marketing Director**, turning brand, data and technology into measurable, profitable growth.

CORE COMPETENCIES

- ▶ Marketing Strategy & Planning
- ▶ Brand Strategy & Relaunch
- ▶ AI Tool & Agentic Development
- ▶ Team & Agency Leadership
- ▶ P&L, Budget & Forecasting
- ▶ Omnichannel Campaigns
- ▶ CRM & Mar-tech Leadership
- ▶ Data-Driven Decisions & BI
- ▶ C-suite & Board Reporting
- ▶ Multi-Brand Portfolio Marketing
- ▶ Performance & ROI Optimisation
- ▶ Video & Content Engines

AI & DIGITAL TRANSFORMATION

- **AI tool & agentic developer:** developed **10+ AI tools** (CRM, audience intelligence, pricing intelligence, SEO/AEO/GEO, local search, AI video, QA testing) and run **15 live AI agents** — a 12-agent orchestrated team plus social media, RFQ and follow-up agents.
- Deployed Claude, ChatGPT, Copilot and Gemini content pipelines — **60% lower production cost** with more consistent content across channels.
- Built Make.com automation bots for SEO content, FAQ publishing and backlinks — 50+ keywords with zero manual intervention.
- Implemented AI-driven audience segmentation and predictive scoring integrated with CRM; ML bidding with Performance Max, Advantage+ and DV360.
- Architected mar-tech ecosystems integrating CRM, CDP, analytics and paid media; WhatsApp Business API automation; AI video pipeline (Kling AI, ElevenLabs) producing 10 videos/day.

PROFESSIONAL EXPERIENCE

CO-FOUNDER & OPERATOR

2026 – Present

YesEco International FZC · Wafraa Varish General Trading LLC | Dubai & Sharjah, UAE

- Lead commercial strategy and operations for a UAE trading house and a sustainable fashion brand.
- Developed 10+ AI tools and a multi-agent AI system with 15 live agents; built client-facing AI tools including competitor price intelligence and CRM.

HEAD OF MARKETING

Jan 2025 – Jul 2026

Europcar Dubai | Dubai, UAE

- Led the full marketing function — offline, digital, content and brand — with direct P&L accountability across UAE and GCC markets.
- Managed a team of 8 plus multiple specialist agencies across creative, media, SEO, web and performance.
- Pioneered the AI adoption roadmap: AI content generation reduced asset production costs by 60%; automated SEO bots target 50+ high-value keywords.
- Engineered a marketing tech stack transformation — CRM, performance platforms and analytics in a unified omnichannel customer view.
- Directed the brand relaunch strategy across creative agencies, content teams and media planners, lifting brand recognition and digital traffic.
- Owned the annual marketing calendar and budget allocation; led market intelligence to inform positioning and pricing.

GROUP DIGITAL MARKETING MANAGER

Apr 2023 – Jan 2025

Europcar Dubai | Dubai, UAE

- Managed paid search, SEO, social, affiliates and e-commerce, improving traffic, conversion and revenue.
- Led a 5-member in-house team and 6 specialist agencies across web, SEO, performance and creative.
- Introduced AI-assisted content strategy and a weekly ROI reporting cadence to senior leadership.

DIGITAL MARKETING SPECIALIST

Jan 2022 – Apr 2023

Majid Al Futtaim | Dubai, UAE

- Ran performance and digital marketing across MAF's retail portfolio; turned performance from -14% to +2% within two months in Q4 2022.
- Deep-dive analysis, competitor benchmarking, segmentation and journey mapping; advanced remarketing and audience layering.

SENIOR SPECIALIST & DIGITAL MARKETING TEAM LEAD

Sep 2015 – Dec 2021

Alshaya Group | Dubai, Kuwait & India

Senior Specialist – Alshaya Dubai

- Benchmarking, ROI tracking and weekly C-suite reporting across global fashion and lifestyle brands; scope equivalent to a multi-brand Associate Director.
- Annual business plans, media planning, promotions and Brand Lift studies.

Digital Marketing Team Lead – Alshaya Kuwait

- GCC-first campaigns on Facebook, Instagram, Google and Snapchat incl. AR lenses and a WhatsApp Business bot.
- Led the e-commerce launch during COVID-19 (WhatsApp, digital catalogues, Yext) — **863% increase in ROI**; Black Friday & Fashion Weekend 4x ROI uplift.

Digital Marketing Team Lead – Alshaya Bangalore

- Independently managed digital marketing for 90 global brands incl. Starbucks, H&M, Victoria's Secret, MAC, Mothercare and MUJI — 5,000+ campaigns in 1.5 years.
- Mothercare e-commerce launch +40% growth; H&M Designer Collection \$53K sales on \$7K budget — 7.5x ROAS.

SEM MANAGER

Mar 2014 – Sep 2015

Adsyndicate Services Pvt. Ltd | Bangalore, India

- Multi-account Google Ads and Facebook Ads portfolios; led and mentored a team of 3; SBI Bank, Syndicate Bank and Canara Bank.

EDUCATION & CERTIFICATIONS

Bachelor of Engineering – Computer Science (2012) · Visvesvaraya Technological University

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| ▶ Google Ads – Search, Display, Video, Shopping | ▶ HubSpot – Inbound Marketing & CRM |
| ▶ Meta Blueprint – Facebook & Instagram Ads | ▶ SEMrush – SEO & Content Marketing |
| ▶ Google Analytics 4 (GA4) | ▶ Make.com – Advanced Automation & AI Workflows |

TECHNOLOGY & TOOLS

AI & Automation	Claude · ChatGPT · Gemini · Copilot · Make.com · Zapier · Multi-agent systems · Python & APIs
Performance & Paid	Google Ads · Meta Ads · DV360 · Performance Max · Advantage+ · Snapchat · TikTok Ads
Analytics & BI	GA4 · Looker Studio · Search Console · SEMrush · Ahrefs · Power BI
CRM & Mar-tech	HubSpot · Salesforce · Apollo.io · WhatsApp Business API · Yext · Hootsuite · Monday.com · JIRA
Content & Video	Kling AI · ElevenLabs · AR lenses · AI content pipelines
E-commerce & Web	WordPress · Shopify · API integrations · CRO tools · A/B testing