



# Ismail Bahamdin

## Marketing Manager

### OBJECTIVE

Strategic marketing leader specializing in masterplan marketing, cross-district branding, and integrated content strategies. Proven success in aligning district-level marketing initiatives with overarching city-wide vision, leveraging data insights to drive leasing and sales across mixed-use developments.

### EDUCATION

Idaho State University | USA  
Bachelor of Science, Double Major in  
Finance and Management. | 2017

### EXPERTISE

- Masterplan Marketing & District-Level Branding
- Cross-Asset Leasing & Sales Strategy
- Content Library Development & Digital Asset Management
- Data-Driven Campaign Optimization & Lead Generation
- Strategic Exhibitions & Public Realm Branding
- CRM Systems & Market Data Analysis
- Stakeholder Management & Cross-Functional Collaboration

### CONTACT INFO

Phone: 0560670004  
Email: Bahaisma86@gmail.com  
Portfolio: [www.ismailbahamdin.com](http://www.ismailbahamdin.com)

### Strategic Initiatives & Key Achievements

- Led district-level branding for phased developments, strategically positioning 3,583 units and driving 600 sales in the first phase.
- Directed positioning strategies for major projects, aligning messaging with target audiences to drive strong sales.
- Developed a scalable content library, unifying digital assets to maintain brand consistency across multiple projects.
- Executed high-impact Cityscape campaigns, generating 8,000+ leads and SAR 320M in transactions, elevating Rafal's brand position.
- Implemented strategic hoarding and wayfinding for five projects, aligning narratives with construction phases.

### key Real Estate Projects

#### Rafal Real Estate Development Company

Marketing Manager | 2022 - Present

- **Tilal Khuzam (3,583 Units | Mixed-Use District):** Positioned as a lifestyle community, integrating digital content and visuals to drive cross-district sales.
- **Alegria (111 Apartments & 114 Villas):** Balanced luxury and family-focused messaging, utilizing a multi-channel marketing approach to reach diverse audience segments.
- **Al-Nayfah (204 Units):** Implemented a content-driven marketing plan that leveraged lifestyle imagery, CGIs, and project storytelling to engage investors and end-users.
- **Rafal Residence (172 Units):** Enhanced project positioning through targeted branding and sales-focused digital content, achieving 98%-unit sales.
- **Hive (Future Development):** Positioned Hive as a standout concept at Cityscape 2024 through strategic hoarding and project fence design, setting up future marketing design, setting the stage for future marketing initiatives.

## **KPIs (2022 - 2025)**

- 600+ units sold across multiple phases, generating SAR 400M+ in revenue.
- 10,000+ leads generated through targeted campaigns, including 4,000+ from Tilal Khuzam and Alegria.
- 150,000+ visitors engaged across Cityscape, district activations, and public realm branding.
- SAR 500K+ ad spend strategically allocated to maximize cross-district lead conversion.
- Created 500+ assets, integrating 3D renders, CGIs, and lifestyle imagery for marketing

## **CERTIFICATIONS & COURSES**

- Strategic Marketing & Brand Positioning
- Digital Campaign Management (Social Media & Paid Ads)
- Data Analysis & Performance Reporting (Power BI)
- Event & Exhibition Marketing (Cityscape)
- Team Leadership & Cross-Functional Collaboration
- Content Creation & Video Production
- Stakeholder Engagement & Client Relations

## **Previous Experience**

### **Exhibition Impact**

- **Cityscape 2024:**
  - Drove 70,000+ visitors and generated 8,00+ buyer inquiries.
  - Sold 477 units, exceeding SAR 320 million in transaction value.
  - Secured 12 strategic partnerships to strengthen Rafal's market presence.
  - Delivered a seamless booth experience that positioned Rafal as a top real estate brand.
- **Exhibition of Projects of Distinguished Cities**
  - Represented Rafal as a leader in real estate development, focusing on innovation and project excellence to engage diverse audiences.
- **Cityscape 2023 & Distinguished Cities Exhibition:**
  - Strengthened Rafal's brand and showcased premium projects to attract top investors.

### **Digital Marketing Manager**

version 3 | 2019 - 2022

- Managed performance-driven digital campaigns, increasing lead conversion.
- Optimized SEO and SEM strategies to improve brand visibility and search rankings.
- Adopted emerging digital trends to maintain industry leadership

### **Web Developer**

Freelancer | 2016 – 2019

- Designed and built user-friendly, SEO-optimized websites.
- Provided end-to-end solutions from concept to launch.

### **Financial Analyst**

SAFCO Fertilizer | 2018 – 2019

A fantastic opportunity (in a great) working environment- The following key tasks were assigned.

- Liaise with banks to monitor the company's cash flow & short-term investments.
- Facilitate employee loan requirements & investments.
- Prepare daily financial reports using the SAP system.