

MOHAMMAD NIAZ SHAMS

MARKETING LEADERSHIP · INTEGRATED & AI-DRIVEN CAMPAIGNS · EXPERIENTIAL
MARKETING · WEB DEVELOPMENT

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PROFILE

A decade of campaigns across the UAE and India. Runs the marketing function end to end — strategy, spend, creative, events and the websites they land on — for five brands at once, directing international paid media at a monthly spend above AED 300,000.

EXPERIENCE

Marketing Head — The Business Blueprint

Sep 2025 — Present

Black Swan Business Setup Services LLC · Dubai, UAE

- Own planning, management and oversight of every campaign driving awareness, lead flow and sales across five brands.
- Direct international campaigns at a monthly ad spend above AED 300,000, consistently delivering strong returns.
- Build the group's websites and landing pages, and deploy AI automation across creative, lead handling and reporting.
- Set the reporting and performance standards the group's spend decisions are made on.

Senior Manager, Sales, Marketing & Operations — Urbane City Events

Nov 2019 — Sep 2025

Full-service events & marketing agency · India

- Planned and executed ATL, BTL and promotional campaigns for Unacademy, Honda, Toyota, Yamaha, Havells, Cipla, Red FM, Radio Mirchi, Brand Factory, Bengal Shristi and the Bombay Stock Exchange.
- Ran CSR school programmes for ITC and Dell, coordinating schools, sponsors and on-ground teams end to end.
- Delivered government, corporate and property exhibitions — vendor negotiation, permits, budgets, staffing and reporting.

Sales Officer, South Bengal Zone — TATA Class Edge

Oct 2019 — Jun 2020

TATA Industries Limited · South Bengal

- Sold and marketed digital classroom solutions across 200+ schools, driving the digitalisation of teaching.
- Owned the full cycle: principal-level pitch, demonstration, negotiation and onboarding.

Manager — UC Event Management

Aug 2014 — Sep 2019

India

- Managed corporate events end to end: conferences, product launches, seminars and exhibitions.
- Produced cultural and entertainment programmes — concerts, festivals, fashion shows and award functions.
- Executed brand activations, roadshows and mall activities across multiple cities.

Business Development Manager — Ceasefire Industries Ltd

Feb 2014 — Jul 2014

India

- Generated leads and acquired new accounts, owning relationships through to contract.
- Hit assigned sales targets and negotiated commercial terms directly with buyers.

SKILLS & TOOLS

INTEGRATED MARKETING	CAMPAIGN PLANNING	BRAND ACTIVATION	
SEO, SEM & PAID SOCIAL	AI DIGITAL MARKETING	AI AUTOMATION	
WEBSITE DEVELOPMENT	EVENTS & EXHIBITIONS	SALES STRATEGY	MEDIA BUYING
CLIENT NEGOTIATION	TEAM LEADERSHIP		

EDUCATION

MCA — Sikkim Manipal University (Pursuing)

MBA — West Bengal University of Technology (2012–2014)

BCA (Hons) — Burdwan University (2009–2011)

Higher Secondary, W.B.C.H.S.E. (2009) · Secondary, W.B.B.S.E. (2007)

LANGUAGES

English (fluent) · Hindi (fluent) · Bengali