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## PROFESSIONAL EXPERIENCE

### **PepsiCo:** Plano, TX

#### *Digital Marketing Manager*

2017 - Present

- Responsible for driving digital media strategy, planning, and implementation across the PepsiCo Shopper Marketing teams and various retailers.
- Implement and maintain Digital Playbook to increase vendor productivity, realizing a 24% improvement in CPM's YOY.
- Develop and implement Digital Spend Guidelines for the PepsiCo Shopper Marketing team in order to drive impactful programming. Sales lift programming improved by 17% in 2017.
- Develop content plan and communication based on best practices and analytics to drive revenue.
- Manage and develop key relationships with external partners, vendors, and customers.
- Manage a priority list of agencies, vendors, influencers, and partners to deliver digital marketing campaigns in line with each retailer that brings value to consumers.
- Collaborate with IT team to launch the first PepsiCo Shopper Marketing Chatbot. Outpaced assumptions over 50%. Lead an enhanced version of the Chatbot for a National launch of Phase 2 development which is exclusive to one retailer.
- Manage and execute test & learn initiatives of new digital technologies to drive engagement and conversion with shoppers.

### **PepsiCo:** Plano, TX

#### *Marketing Manager, Subway*

2015 - 2017

- Developed and managed 360 marketing activation programs; including in-store activation, custom package graphics, POS, digital media, social media, and digital support.
- Led the briefing, communication, and commercialization of all PepsiCo marketing programs with customer and cross functional partners.
- Developed strong working relationships with internal teams including sales, insights, innovation, and operations teams to identify and develop new business opportunities with customers.
- Analyzed consumer, competitor, and customer information on an ongoing basis to stay ahead of industry trends.
- Launched and executed two first to market chip flavors at Subway and developed activation plans to deliver better than plan performance by 27%
- Developed and successfully executed commercialization for Frito Lay culinary expansion in over 200 non-traditional Subway locations.

### **Neiman Marcus:** Dallas, TX

#### *Online Marketing Manager, Last Call*

2015 - 2015

- Responsible for managing strategy and development for the Omni-channel email program including promotional email, event triggered emails, store event emails, and editorial emails.
- Developed email program cadence while developing a partnership with merchants, customer insights, buyers, creative, email agency and third party vendors.
- Daily tasks include setting up email campaigns, testing, tagging and setting up deployment times for merchant driven emails as well as recurring triggered and dynamic content driven campaigns.
- Implement and measure digital marketing plans for search, direct and indirect placements, web banners, retargeting and blogger campaigns.
- Partnered with customer analytics to create multiple test plans to make recommendations for further enhancements.
- Manage the creation and execution of promotional, lifecycle and transactional email marketing programs to consumers.

### **ConAgra Foods:** Bentonville, AR

#### *Shopper Marketing Manager, Snacks*

2014 - 2014

- Lead the development process to build comprehensive annual Shopper Marketing plans for the Walmart Snacks team.
- Develop all components of programs including - program objectives, P&L forecast, creative brief, agency briefing, program tactic approval, estimate approval and budgeting.
- Delivered 10 percent annual growth, in a flat category, by cultivating a partnership with a complementary brand and securing Walmart merchandising support.
- Developed a digital campaign that yielded a 29 percent increase in support of a new product.
- Manage agency resources to develop robust annual marketing plans and creative initiatives.

- Analyze competitive programs and pertinent in-market trends across ConAgra portfolio to improve future shopper programs.
- Manage twenty million dollar Shopper Marketing budget and responsible for delivering program volume and ROI objectives.

**Catapult Marketing:** Rogers, AR

*Shopper Marketing: ConAgra Foods*

2012 - 2014

- Assist in the strategic development and presentation of Walmart or Sam’s Club marketing concepts and plans that are rooted in insights, meet the needs/request of the client, and ultimately the shopper’s needs, all while staying within budget.
- Execute an array of program tactics including, in-store sampling, National magazine ads, Walmart.com programs, in-store or in-club signage and displays, cooperative media buys and coupons.
- Manage all program elements such as, budgets, timelines, contracts, project implementation, and creative/production.
- Manage financial tracking and reporting with estimates, invoices, purchase orders, monthly billing reconciliations and P&L’s.

**Marketing Werks,** Chicago, IL

*Event Marketing Manager*

2006 - 2011

- Created, oversaw and executed a variety of strategic marketing campaigns including experiential, mobile, product launch, sponsorship, multicultural, marketing retail sales, and college marketing to be able to meet the needs of the clients to influence brand favorability and consumer purchase decisions.
- Supervised and Mentored 50+ full-time crewmembers on multiple nationally recognized tours and marketing programs.
- Developed, planned, marketed and executed events, meetings, tradeshow and incentive programs for clients.
- Assisted in the management of a multi million-dollar budget for the fiscal year, researched market and industry trends, developed scope of work proposals, budget creation, vendor tracking, client billing, P&L reviews and generated efficiencies.

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**AREAS OF STRENGTH AND EXPERTISE**

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|---------------------|----------------------------------|-----------------------|
| • Digital Marketing | • Analytic Review                | • Strategy Plans      |
| • Email Marketing   | • Vendor and Customer Management | • Budget Management   |
| • Online Chatbots   | • Project Management             | • Concept Development |

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**EDUCATION**

- DePaul University, School of Liberal Arts, Chicago IL
  - B.A. in Advertising and Public Relations