

Sundus A. Batterjee

CEO ,Influence Branding & Digital

Riyadh, Saudi Arabia

+966505615172

sbatterjee@influence.sa

Professional Summary

Entrepreneurial professional with 17 years of experience in branding and marketing. Results-driven CEO with a proven track record in delivering strategic marketing solutions and driving business growth. Skilled in managing cross-functional teams and cultivating client relationships. Leading the successful launch of brands from ideation to deployment across various sectors.



EDUCATION

BA Graphic Design
Dar Al-Hekma University,
Jeddah, Saudi Arabia
2006-2002



TRAINING & DEVELOPMENT

EQ Practitioner Certification
Six Seconds
September 2016

The Leadership Challenge
Eton Institute
February 2015

Strategic Finance for Decision Makers
Kexxel Group
February 2014

The Certified Strategist:
From Planning to Execution
Merit
February 2014



SKILLS

- Strategic planning and business development
- Branding and marketing strategy development
- Stakeholder relationship management
- Team leadership and collaboration
- Campaign management and execution
- Budgeting and resource allocation
- Manpower planning and recruitment
- Strong communication and presentation skills



EXPERIENCE

Managing Partner Chicsy Activewear, Spirit of Sport Trading Company

January 2023 - Present

- Develop the company's vision, business, and branding strategy.
- Oversee product development and test market appeal.
- Lead the launch and ongoing development of the e-commerce website.
- Manage marketing activities and influencer engagement.

Board Member, Head of Marketing Committee & Treasurer Rofaida's Women's Health Organization

September 2020 - Present

- Contribute as a board member to improve women's health and promote wellbeing.
- Lead the marketing committee and oversee the organization's financial management.

CEO Influence Branding & Digital, Riyadh / Jeddah

January 2011 - Present

- Oversee all aspects of the agency, including business operations, strategic planning, and client management.
- Develop and implement marketing strategies to drive brand awareness and acquire new clients.
- Manage a team of 25 employees, providing guidance, support, and fostering a collaborative work environment.
- Cultivate strong relationships with key clients, ensuring high levels of satisfaction and repeat business.
- Oversee the execution of creative campaigns across various channels, including outdoor, digital, print, and social media.
- Collaborate with internal teams and external partners to deliver projects on time and within budget.
- Develop and execute branding and advertising strategies for diverse clients.
- Manage client accounts, handling inquiries, addressing concerns, and presenting proposals.
- Coordinate with creative teams to develop compelling brand identities, messaging, and visuals.
- Monitor campaign performance and conduct market research to identify trends and opportunities.

Assistant Marketing Manager Saudi Arabian General Investment Authority (SAGIA), Jeddah / Riyadh

June 2008 - December 2010

- Responsible for marketing activities for Cadre Human Capital Development.
- Managed marketing activities for SAGIA's corporate brand.
- Spearheaded the THINK Magazine Photography Award.

Graphic Designer Al Yamamah University, Riyadh

November 2007 - May 2008

- Developed marketing and design collateral as an in-house designer and managed marketing activities.

Graphic Designer 3-Points Advertising Agency, Riyadh

November 2006 - June 2007

- Developed creative concepts and design collateral for multiple clients.
- Worked as part of the creative team responsible for launching the Nas Air brand and Economic Forum Campaigns.