Iman Machlab

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Profile

Results-driven marketing and operations professional with experience leading brand strategy, business development, partnerships, events, and operational initiatives across the entertainment, tourism, leisure, and hospitality sectors. Proven track record of driving customer engagement, revenue growth, and brand visibility through integrated marketing campaigns, strategic partnerships, and cross-functional leadership.

Core Proficiencies

- Marketing Strategy & Brand Management
- Business Development & Partnerships
- Digital Marketing & Customer Acquisition
- Public Relations & Media Relations
- Event Management & Activations
- CRM & Customer Engagement
- Social Media & Content Strategy
- Operations Management
- Campaign Analytics & ROI

Experience

Marketing Manager, 17sixty (Dallah Al baraka Group) — *Dec 2025 - Present*

- Lead overall marketing strategy, brand development, and customer acquisition initiatives.
- Manage digital marketing, PR, partnerships, events, social media, and promotional campaigns.
- Oversee brand positioning and customer engagement across all touchpoints.
- Establish strategic partnerships with tourism, hospitality, and lifestyle organizations.
- Lead influencer marketing, media relations, content production, budgets, reporting, campaign analytics, and ROI optimization.

Senior Marketing & Operations Specialist, Fawasel (Dallah Al Baraka Group) — *Sept 2023 - Present*

- Lead marketing and operational initiatives across The DockX, Battle Dome, TopShot, and corporate projects.
- Develop and execute comprehensive marketing strategies to increase brand awareness and revenue growth.
- Manage strategic partnerships, PR activities, sponsorships, media relations, and industry-event participation including IAAPA, MENALAC, and SEA Expo.
- Coordinate venue launches, activations, corporate events, promotional campaigns, websites, CRM communications, WhatsApp campaigns, and digital marketing.
- Collaborate with senior management on business development and expansion initiatives.

Marketing Manager, Natufia KAUST — *Dec 2022 - Mar 2023*

- Directed marketing campaigns, product launches, and international exhibition participation.
- Managed advertising campaigns and analyzed performance metrics to improve ROI.

Social Media & Content Manager, Natufia KAUST — *Dec 2021 - Dec 2022*

- Managed content strategy, social media platforms, SEO initiatives, and email marketing campaigns.

Digital Marketing Coordinator, Homegrown Market — *Jun 2021 - Dec 2021*

- Developed content strategies, influencer collaborations, and digital engagement campaigns.

Marketing & Social Media Specialist, Modern Surfaces Contracting Company — *Mar 2021 - May 2021*

- Managed website development, social media marketing, and digital content creation.

Education

California State University, East Bay
Bachelor of Business Administration, Marketing | Magna Cum Laude (3.8 GPA)

Las Positas College
Associate Degree in Business Administration | Highest Honors (3.67 GPA)

Technical Skills

HubSpot | Meta Business Manager | Google Suite | Microsoft Office | Photoshop | Illustrator | Website Management | Data Analysis