



Mahmood ur Rehman

Portfolio <https://rehmanart.com>

Brand Strategist | Creative Director | Digital Marketing Expert | AI Tools & Automation | 16+ Years Experience

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PROFESSIONAL SUMMARY

Brand Strategist and Creative Director with 20+ years delivering premium visual identities, e-commerce, web design, and digital marketing for clients in Dubai (UAE), USA, UK & Australia. Specialist in luxury hospitality, finance event branding, and D2C e-commerce. Proficient in AI-powered creative tools and marketing automation. Notable clients include Grand Midwest Group of Hotels, One Nature Hotels Resorts & Spas, Petrovöll GmbH, WIBC (World Islamic Banking Conference), Saudi Banking & Finance Summit, and Pure Elegance Flowers

CORE COMPETENCIES

Brand Identity & Strategy · Creative Direction · Digital Marketing & SEO · Web Design & Development · WordPress / WooCommerce · E-commerce Setup · Adobe Illustrator / InDesign / Photoshop · Event Branding · Social Media Management · Print & Marketing Collateral · Email Marketing Corporate Identity

AI TOOLS & AUTOMATION

AI & Generative Tools: ChatGPT · Google Gemini · Google Flow · Claude.ai · Ideogram AI · ElevenLabs AI

Marketing Automation: GoHighLevel (GHL) · Make.com

PROFESSIONAL EXPERIENCE

Online Store Manager & Branding Expert · Pure Elegance Flowers

Dubai, UAE · Nov 2023 – Present

- ✓ Built end-to-end WooCommerce store — product design, payment integration & checkout UX for a luxury floral brand in Dubai
- ✓ Grew online presence through targeted social media campaigns; oversees complete brand identity, packaging & customer communications

Business Development Manager & Digital Marketer · Niya Design Services

Dubai, UAE · Apr 2023 – Present

- ✓ Led full-service design & digital printing studio across 100+ brand projects; managed branding from concept to final production

Graphic Design Specialist · Middle East Global Advisors

Dubai, UAE · Sep 2018 – Jan 2020

- ✓ Designed event branding for 5+ major finance events: WIBC 2019–2018 & Saudi Banking & Finance Summit — logos, brochures, landing pages, social media

Senior Graphic Designer · One Nature Hotels Resorts & Spas

Dubai, UAE · May 2014 – Jun 2015

- ✓ Developed comprehensive brand identity system for a luxury hotel group — logo, print, web, and in-property design

Senior Website Designer & Developer / Senior Graphic Designer · ENVICON Emirates · Petrovöll GmbH · NBHH

Dubai, UAE · May 2012 – Jun 2015

- ✓ Delivered complete digital & print branding, websites, and identity systems for a hotel group, motor oil brand, and real estate clients simultaneously

Graphic, Web & Multimedia Designer · Grand Midwest Group of Hotels

Dubai, UAE · Mar 2010 – Mar 2012

- ✓ Designed group website, hotel & restaurant branding, event artworks, promotional materials, flash presentations & email newsletters

EDUCATION

Bachelor of Commerce (BCom)

University of Sindh, Pakistan · 2002 – 1999

LANGUAGES

English — Full Professional · Urdu — Native ·

Sindhi — Native · Arabic — Elementary