

Khalid Diba

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Profile

I am a results-driven Marketing professional with a proven record of success in start-ups, e-commerce, and corporate settings. I excel at developing and executing comprehensive marketing strategies, from brand management and creative direction to product planning. My background includes in-depth market research, digital marketing, and extensive hands-on experience with graphic and UX design.

I've led impactful initiatives such as rebrands, pricing strategies, and go-to-market plans that have elevated brand visibility, boosted customer engagement, and driven meaningful revenue growth. I'm also experienced in leading cross-functional teams, ensuring everyone stays focused on our shared objectives.

I recently earned my Master's in Marketing Management and am currently on a graduate visa, ready to bring my skills and fresh perspective to your team.

Education

University of Hull

Master's Degree, Marketing Management

Hull, UK

Sept 2023- Nov 2024

Moi University

Bachelor's Degree, Graphic Communication and Advertising (2:1)

Nairobi, Kenya

Sept 2012– Dec 2016

Certifications

Google

[UX Design Professional Certificate](#)

Sept 2023

Experience

ScalePass | Tech Start Up

Marketing and Product Strategist (Contract)

London (Remote)

June 2024 – Nov 2024

- Conducted comprehensive market research and analysis to identify customer segments and market positioning.
- Developed and executed a cohesive brand strategy tailored to target customers and market position.
- Led the rebranding initiative, from trading as "Tech Ops Enterprises" to "ScalePass" and establishing brand identity.
- Created and implemented brand guidelines to ensure consistency across all platforms.
- Devised the pricing strategy and established tiered service packages: Free, Foundation, Growth and Peak.
- Formulated and executed a go to market strategy and an overarching marketing strategy to drive brand awareness and customer acquisition.

Copia Global | E-Commerce
Brand Manager

Nairobi
Oct 2020 – Sept 2023

- Developed and executed the company's new brand guidelines and maintained brand consistency, which increased awareness by 50% by the end of 2021.
- Maintained comprehensive oversight of all brand collateral and assets.
- Conceived and implemented online and offline campaigns, including a highly successful always on monthly campaign that accounted for 30% (£6.5m) of revenue in 2022.
- Led the go-to-market strategy for the Copia app, elevating awareness and converting customers and agents from flyer-based orders to app usage.
- Implemented educational programs, app-only promos, and ensured app readiness, resulting in a significant shift from less than 10% in Q4 2021 to 65% of all orders via the app by Q3 2023.
- Led and mentored the creative team for collaborative and efficient project delivery (including remote in 2020)
- Formulated effective communication and execution strategy for the private label products leading to 30 % customer penetration within the first month of launch.

Copia Global | E-commerce
Creative Lead

Nairobi
April 2020 – Oct 2020

- Conceptualised engaging advertising campaigns across digital and print mediums.
- Prepared files for print, including setting up files for various printing processes and ensuring print quality
- Media buying, SEO, social media and community management
- Managed the creative team ensuring the timely and satisfactory delivery of projects
- Managed multiple design projects concurrently, meeting deadlines and ensuring quality output
- Utilised Edited and manipulated images to enhance their visual appeal and fit project requirements

Freelance | Various Industries
Creative & Digital Marketer

Nairobi
Jan 2017 – Oct 2020

I undertook a broad range of design, marketing and advertising projects, collaborating with renowned clients including KFC, NCBA, Safaricom, Shark, Samsung, Masdar City, and Copia Kenya. My work spanned creative campaigns, brand development, web design and visual content creation across diverse industries.

Skills

Adobe Creative Suite, Social Media Management, CRM, Graphic Design, Campaign Management, Copy Writing, Motion Graphics, Meta, LinkedIn, Prepress and Printing, Digital Asset Management, Media Buying, Marketing Analytics, Product Design, UX Research, UX Design, UI Design, Figma, WordPress, Mailchimp, Hootsuite, SEMrush, SEO

Language: Fluent in English (IELTS 8), Swahili (Native)