

Nishanth Rai

15+ YRS EXPERIENCE

HEAD OF MARKETING & COMMUNICATIONS

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UAE & CANADA

I am a marketing leader who helps brands turn complex offerings into clear, compelling, commercially powerful stories across multicultural markets.

AED 2M+

NET PROFIT DELIVERED
EXPO 2020 PROGRAMME

AED 3M

ANNUAL BUDGET
ACROSS 2 BRANDS

AED 300K

AVERAGE ANNUAL
SPONSORSHIP REVENUE

2 BRANDS

OPERATING ACROSS
4 COUNTRIES

PROFILE

Senior marketing and brand leader with 15+ years across Canada and the UAE, currently heading marketing for two brands concurrently, reporting to the CEO with a team of four and an AED 3M annual budget spanning four countries. Created and delivered the Expo 2020 Dubai Official Tours Programme as sole operator, directing 70,000+ guided tours to secure AED 2M+ in net profit. Championed a career-long blueprint for maximizing lean operations, spearheading full rebrands, sub-brand creation, and high-yield commercial programs entirely in-house. Proven expertise spans massive international events, IP-licensed experiential campaigns for global gaming franchises, and strategic agency governance.

EXPERIENCE

Desert Adventures Tourism & Gulf Dunes

(Thomas Cook (India) Limited – A Subsidiary Of Fairfax Financial Holdings Limited)

DUAL CONCURRENT BRAND LEADERSHIP | DUBAI, UAE | SEP 2016 – PRESENT

● Digital Marketing & Commercial Manager (Marketing & Communications, Department Head) | Oct 2022 – Present

Leads marketing, brand, and commercial strategy concurrently for two distinct brands across UAE, Oman, Jordan, and Saudi Arabia, each with separate audiences, positioning, and commercial models.

- Owns an AED 3M annual budget across both brands, covering marketing, partner-hosted programmes, and commercial event travel.
- Acts as brand guardian across all output, authoring narrative frameworks, tone-of-voice guidelines, and visual identity standards governing every channel and touchpoint.
- Built and sustains a sponsorship programme generating an average of AED 300,000 in annual partner revenue over three consecutive years.
- Manages senior stakeholder relationships with tourism authorities across Dubai, Abu Dhabi, Ras Al Khaimah, Oman, Jordan, and Saudi Arabia.
- Led the full rebrand of Gulf Dunes from brand audit through new identity system, messaging framework, and creative rollout across digital, print, and experiential touchpoints, delivered entirely in-house.
- Built the brand strategy and identity for GD+, a new professional congress and events subdivision, from the ground up, and supported its growth into an active commercial line.
- Setting site architecture for a custom-built B2C e-commerce platform in active development, covering +300 SKUs.

● Marketing & Product Manager | Jul 2021 – Oct 2022

Promoted across both brands. At Desert Adventures, led the creation and delivery of the Expo 2020 Dubai official tours programme — the most significant project of this period. At Gulf Dunes, took full ownership of marketing output, moving from specialist support to leading the function.

SIGNATURE PROJECT

Expo 2020 Dubai — Official Tours Programme

- Created the winning bid for Desert Adventures to become the sole official on-site tour operator for Expo 2020 Dubai's six-month global event, which generated over AED 2 million in net profit for the company.
 - Delivered with the existing in-house team and no incremental marketing budget, from winning bid through six months of live operation.
 - Led tour development, visitor storytelling, guide scripting, training frameworks, pavilion coordination, and bespoke VIP and corporate experiences end to end, scaling delivery to 70,000+ guided tours.
 - Designed and delivered three exclusive private tour programmes for Cartier's highest-value global clientele — including celebrities and members of royal families — to provide privileged Expo pavilion access no other operator could offer; recognised by Cartier as an exceptional client appreciation programme.
- Expanded the marketing team and took on broader ownership of client event management, trade-show participation, and commercial travel budget across both brands.
 - Built the luxury and VIP segment for Desert Adventures into a core revenue driver, developing premium positioning for high-value travel propositions.

● Senior Marketing Specialist | Sep 2016 – Jul 2021

Joined as lead marketing resource across both brands during a period of corporate ownership transition, managing distinct requirements for each from day one.

- Redesigned core sales collateral, destination presentations, product sheets, brochures, and client-facing materials across both brands.
- Supported international sales teams with tailored proposals, market-specific campaigns, trade show materials, and RFP submissions.
- Strengthened visual identity and brand consistency across offline, digital, and trade-facing channels for both brands.

Czar Media

TORONTO & MONTREAL, CANADA | OCT 2010 – JUN 2016

● Experiential Campaign Manager | Dec 2012 – Jun 2016 | Toronto, ON

Planned and executed 11 high-value experiential brand activations (\$70K-\$120K budgets) within globally licensed IP frameworks for Ubisoft Canada, competing against far larger agencies on creativity and delivery rather than spend.

- Translated game worlds, client objectives, and campaign briefs into live activation concepts, pitch decks, creative treatments, and on-ground execution plans.
- Collaborated with agencies including Publicis, Edelman, BleuBlancRouge, and North Strategic on large-scale campaign production, event delivery, and media activations.
- Retained as one of only two agency partners following Ubisoft's full refresh of their agency roster — a competitive review that replaced the majority of incumbents — selected on campaign performance, commercial efficiency, and executional reliability.

- Managed creative, logistical, technical, supplier, and client coordination to deliver each campaign on strategy, budget, and timeline; produced post-campaign KPI reporting that refined future targeting and activation design.

● **Business Development Strategist | Oct 2010 – Nov 2012 | Montreal, QC**

- Supported business development that brought 25+ new clients to the company's digital signage advertising network.
- Wrote and designed sales presentations, proposals, and marketing materials; produced animated ads and promotional video for experiential campaigns.

SKILLS & EXPERTISE

Strategy & leadership

Brand strategy • Brand governance • Creative direction • Commercial marketing • Product marketing • Team leadership & mentoring • RFP & proposal development • Budget management • Agency & supplier management

Campaigns & Content

Large-scale event delivery • Digital Marketing • Campaign Planning • Experiential Marketing • Copywriting, Digital Content • AI Marketing • Trade Show Management • Partnership & sponsorship programmes • Print & Web Design

Brand & Communications

Brand storytelling • Visual identity • Brand rebranding • Tone of voice • B2B communications • Partner & stakeholder communications • Sponsorship management • IP brand compliance

Markets & Languages

Canada, UAE, Oman, Jordan, Saudi Arabia
English (native), French (conversational), Arabic (basic)

EDUCATION

Bachelor of Commerce (B.Com.), Marketing | Concordia University, Montreal, Canada | 2010

[View My Work Portfolio](#)