

Nishanth Rai

15+ YRS EXPERIENCE

HEAD OF MARKETING & COMMUNICATIONS

UAE & CANADA

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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 commercial leader with 15+ years across Canada and the GCC, running brand, product, and commercial strategy for multiple brands at once. Owns an AED 3M annual budget across two brands and reports directly to the CEO, with a track record that includes an AED 2M+ net-profit programme, sustained partner-revenue generation, and full brand repositioning from audit to rollout. Career spans IP-licensed experiential marketing for global gaming franchises, large-scale event delivery, and multi-market brand governance, with a consistent thread of turning complex propositions into commercially effective brand narratives across very different audiences and commercial models. Hands-on across brand strategy, creative direction, product marketing, and stakeholder leadership.

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.
- Built and sustains a sponsorship programme generating an average of AED 300,000 in annual partner revenue over three consecutive years.
- Acts as brand guardian across all output, authoring narrative frameworks, tone-of-voice guidelines, and visual identity standards governing every channel and touchpoint.
- Led a full company rebrand, taking it from brand audit through new identity system, messaging framework, and creative rollout across digital, print, and experiential touchpoints.
- Built the brand strategy and identity for a new professional congress and events subdivision from the ground up.
- Develops ownership-level pitch decks, proposals, credentials, and RFP materials for major client and board discussions; sets sales-calendar and trade-show strategy.

● **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.
 - 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 premium and VIP positioning for high-value destination services and international client-facing 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**

Planned and executed 11 high-value experiential brand activations within globally licensed IP frameworks for Ubisoft Canada.

- 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

- 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

Campaigns & Content

Trade Show Management • Experiential Marketing • Campaign Planning • Copywriting, Digital Content • AI Marketing • Print & Web Design • Video Editing

Brand & Communications

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

Markets & Languages

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

EDUCATION

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

[View My Work Portfolio](#)