Shaheen Alasmar

Marketing Strategist & Brand Lead

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Profile

Marketing strategist and brand lead with 5+ years across digital-growth consulting, content strategy, and premium positioning for service-based and expert-led brands. Founded and led Al Asmar Co., a boutique content and brand strategy business for doctors, clinics, and specialists, growing it to approximately C$27K in monthly recurring revenue across 8–9 active accounts at peak. Strong in content strategy, creative direction, audience insight, campaign planning, client leadership, and translating expert advice into recognizable digital brands.

Core Expertise

Social Strategy | Content Strategy | Brand Positioning | Creative Direction | Short-Form Video | Content Systems | Campaign Development | Audience Psychology | Platform Strategy | Healthcare Marketing | Media Training | Client Strategy

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Experience

Marketing Strategist & Creative Lead ALASMAR Co. *Jun 2022 – Present · Kuwait / Remote*

- Founded and led a premium content and brand strategy boutique serving doctors, clinics, and expert-led brands across Kuwait.
- Built content strategies, brand positioning, campaign calendars, and creative systems for 8-9 active client accounts at peak, growing the business to approximately C$27K in monthly recurring revenue.
- Led creative direction and content architecture for client accounts, including one dermatologist brand that grew from 14.4K to 360K+ Instagram followers and produced multiple 1M+ organic videos.
- Developed expert-led content systems that translated clinical knowledge into audience-relevant formats, including educational breakdowns, trend responses, case-led content, short-form video series, and social campaigns.
- Scaled delivery from a two-person founding team to an eight-person operation across filming, editing, account management, and production while maintaining client quality and consistency.
- Retained key client relationships beyond the first contract, including one three-year relationship, through ongoing strategy reviews, creative iteration, and high-touch client management.
- Supported premium retainer pricing by positioning the service around strategy, creative quality, and long-term brand growth rather than low-cost content production.

Marketing Consultant Web.com / Network Solutions *Nov 2019 – Feb 2022 · Halifax, NS*

- Advised 10-20 SMB owners per day on websites, SEO, email, online security, and digital-presence solutions tied to broader marketing and business goals.
- Ranked Top 10 in branch and Top 40 company-wide across Canadian and U.S. offices within roughly one year, consistently exceeding sales-performance expectations.
- Used consultative discovery to translate client needs into tailored digital solutions, including web, SEO, local listings, email, and credibility-building products.
- Maintained organized follow-up and client notes using Salesforce/internal CRM tools across a fast-paced customer-facing environment.

Independent Content Projects Self-Directed *2020 – Present*

- Generated 1.1M views on a food-review video and approximately 500K Instagram views / 150K TikTok views on one music-content post.

Education

Bachelor of Commerce, Major in Marketing Saint Mary's University *2015 – 2019 · Halifax, NS*

Minor in Psychology, with focus areas in consumer behaviour, branding, digital marketing, and decision-making psychology.

Tools & Platforms

Analytics & Performance: Instagram Insights, TikTok Studio, YouTube Studio, Meta Business Suite, GA4

Creative & Publishing: Canva, CapCut, Instagram, TikTok, YouTube Shorts

Workflow & Client Systems: Notion, Google Workspace, Slack

Certifications

Google Analytics Certification Google, May 2026

Social Media Marketing Certification HubSpot Academy, April 2026