

# AREEB QAMAR

📍 Ottawa, CA 🇨🇦 Canadian PR 📞 +1-613-686-2280 ✉ areeb@areebqamar.com 🔗 [linkedin.com/in/areeb-qamar](https://www.linkedin.com/in/areeb-qamar)

## PROFESSIONAL SUMMARY

Built and scaled new markets from scratch at MENA's largest classifieds platform as part of CEO's special initiatives team - deployed to launch new ventures and turn around critical entities. Launched operations across 3 countries (\$1.7M+ ARR), transformed 300+ person business unit achieving 30% growth trajectory, and designed pricing experiments that drove 70% increase in customer acquisition. Builder at heart who happens to strategize.

## WORK EXPERIENCE

**Dubizzle Group, Dubai, UAE**      **Manager, Strategy & Growth – Office of the Chief of Staff**      **Jan 2023 – Present**

*MENA's largest online classifieds player*

- **Led end-to-end market entry for 3 new countries** (KSA, Oman, Bahrain) - conducted market analysis, identified high-value client segments, built local teams, and executed targeted acquisition strategy **achieving \$1.7M+ ARR**
- Captured 80% of premium dealers and 60% of total dealer market in Riyadh, transforming Dubizzle Saudi from an **unknown entrant to Kingdom's second-largest automotive marketplace** through strategic client acquisition
- Designed and led data-driven **transformation of Egypt operations (300+ employees)**, redefining the market penetration playbook and steering a loss-making business onto a **1-year path to profitability**
- **Increased agency acquisition by 70% for Bayut Egypt** (a new platform launched by Dubizzle) by creating bundled pricing strategy that simplified complex pricing structures, leveraging Dubizzle's strong market position to boost Bayut's growth
- **Increased sales productivity by 52% (2.1→3.2 clients met/day/FTE)** by mapping Cairo's entire market and implementing geographic territory optimization
- **Grew Dubizzle Egypt's traffic by 100K monthly sessions (250K projected)** through strategic free ad adjustments while protecting revenue
- Strategically **deployed \$1.2M marketing budget for 3-country launch** - drove app installs for platform growth while generating qualified leads for B2B clients
- Built AI solution that automated KSA data collection, **reducing workforce needs by 70% while maintaining output** - managed full development and deployment lifecycle
- Created performance analytics framework for 100+ person sales organization, identifying key success factors that improved team efficiency by 30% for Lamudi Indonesia (*formerly owned by Dubizzle Group*).
- **Develop board decks and expansion pitches** that secured approval for Middle East market entry, now responsible for quarterly/annual board reporting for our entities in Oman, KSA, Bahrain & Qatar.

**Kaidee, Bangkok, Thailand**      **Assistant Manager – Product, Growth & Marketing**      **July 2021 – Jan 2023**

*Thailand's largest online classifieds platform  
(formerly owned by Dubizzle Group)*

- Reduced customer acquisition costs by 65% (from \$85 to \$30 CPQL) in Real Estate vertical by identifying funnel inefficiencies and building automated performance dashboards - scaled solution across 3 markets (Thailand, Indonesia, Pakistan)
- Conducted competitor analysis for Auto-Classifieds vertical through market scanning and data scraping - identified whitespace opportunities that added 86 new clients and generated \$100K revenue in first month.
- Built predictive client health tracking system that reduced monthly churn from 23% to 17% in Real Estate vertical by enabling proactive intervention - expanded to Auto vertical based on results.
- Redesigned tele-sales approach using data-driven insights: partnered with trainer to map customer journeys, create targeted scripts, and test improvements - boosted qualification rates from 34% to 50%

**Zameen, Lahore, Pakistan**      **Analyst – Business Intelligence**      **July 2020 – Jul 2021**

*Pakistan's largest Real Estate marketplace platform  
(owned by Dubizzle Group)*

- Developed Python-based data pipeline using Facebook Graph API to automate marketing spend tracking across Dubizzle Group portfolio, saving \$5,000 annually while improving data accuracy and accessibility.
- Supported regional expansion by building unified marketing dashboard for BProperty Bangladesh that reduced overspending by 35% on specific channels.
- Built and deployed car price prediction model for OLX Pakistan using regression analysis, achieving 95% accuracy compared to professional valuations - enabled real-time pricing for users

## EDUCATION

**Lahore University of Management Sciences**      **BSc (Hons) – Computer Science**      **Aug 2016 – Jun 2020**

**Modules:** Advanced Programming, Databases, Distributed Systems, Micro-economics, AI, Natural Language Processing

**Awards:** Runner up NERC (Pakistan's largest robotics competition) – 2018, Runner-up LUMS hackathon - 2019

## SKILLS

**Programming:** Python, SQL (Advanced), JavaScript, HTML

**Technical:** Business Modeling, Forecasting, Financial Analysis, Data Manipulation, Statistical Analysis, Regression Modeling

**Strategic:** Pricing Strategy, Market Entry, Growth Strategy, Experimentation & Testing, Cross-functional Leadership, Stakeholder Mgmt

**Systems:** Tableau, Periscope, Data Studio, Sisense, Google Analytics, Power BI, Excel (Advanced), Google Sheets