

SHERYAR A. KHAN

Riyadh, Saudi Arabia | +966 56 849 0015 | sheryarakhan1234@gmail.com | linkedin.com/in/sheryarakhan

Growth-focused marketing leader with **7+ years** of experience building brands, GTM programs and integrated campaigns across fintech and technology in MENAP. **Born and raised in Saudi Arabia**. Experienced across field marketing, events, brand, content, partnerships, product marketing and communications, with a track record of building marketing functions from the ground up and working with leading regional and global brands.

EXPERIENCE

Senior Marketing Manager

March 2026 – Present

Lean Technologies | Riyadh, Saudi Arabia

- Led Lean's **regional field marketing, events and conference strategy**, overseeing an annual programme of **4-6 internal and 15-20 external events** and sponsorships on a **\$1M+ budget**. Evaluated opportunities against strategic and commercial priorities.
- Developed case studies, reports and executive content, and supported PR initiatives to build market awareness and credibility.
- Led GTM planning and delivery for flagship conferences, spanning positioning, vendors, production, experiential activations, booth experiences, live demos and senior stakeholder engagement.
- Built tools to track event engagement, streamline lead qualification and hand leads to Sales.
- Automated marketing ops with Zapier workflows and ticketing-request routing, and used AI (ChatGPT/Claude, ElevenLabs, Replit) to produce pitch decks, video content and an internal RSVP system.
- Worked across Marketing, RevOps, Sales and Product on growth initiatives and account-based marketing, aligning campaigns, content and follow-up around target accounts.
- Partnered with Product Marketing and Sales on GTM narratives for **Verified Suite, Credit Analytics, and Property Verification**, tailored to priority segments including BNPL.

Head of Marketing & Communications, Founding Member

Apr 2024 – Mar 2026

Abwab.ai | Riyadh, Saudi Arabia

- Managed **six direct reports** across content, design, social media, performance marketing and events, reporting to the CEO and CCO.
- Built Abwab's positioning, messaging, lead generation, CRM segmentation and marketing materials from scratch. Led integrated campaigns, event activations, award submissions, sales enablement and PR in Arabic and English, setting and tracking GTM KPIs.
- Led communications around Abwab's **SAR 1B+ SME lending milestone** and marketing initiatives that contributed to **3 major industry awards**.
- Grew company LinkedIn followers **6x**, with a **300% increase in impressions** and **1000% increase in clicks**. Grew the founder's followers **5x**, reaching **300K+ impressions** and a **20.7% engagement rate**.
- Secured **12+ strategic partnerships** and supported expansion into the UAE, Egypt and UK. Represented Abwab across **7+ countries**, including the **Silicon Valley** startup ecosystem.
- Led ABM with Clay, Apollo and Imlist for list-building, enrichment and multichannel outreach, alongside founder branding, newsletters, conversion-focused content, executive communications and CRM-driven outreach.

Senior Content & Brand Manager

Jun 2022 – Sep 2024

MENA Fintech Association | Dubai, UAE

- Led content and brand initiatives, launching the monthly newsletter, revamping the website and producing reports, scripts and co-branded content with industry partners.
- Curated roundtables, boardroom discussions and partnership events. Represented the association at fintech gatherings and worked with **Careem, Meta, Geidea, Tarabut, Binance, Visa, and Mastercard**.

Independent Marketing Consultant

Aug 2017 – May 2024

The CopyMania | Saudi Arabia

- Advised **15+ brands** across the Middle East, UK and US on positioning, full-funnel campaigns, demand generation and conversion-focused content. Ran paid media, email and landing page campaigns for clients including **Archway Finance, MensaPay, BrightPlan, iGrad, FXIFY and KTrade**.

Co-Founder, Marketing Director

Nov 2019 – Apr 2022

CEPI Pakistan | Lahore, Pakistan

- Co-founded CEPI and led its marketing as it grew from an EdTech platform into a hybrid education business with 2 physical locations. Supported **5x business growth** and a student base of **2,000+**, building five-figure audiences on YouTube and Instagram.

STARTUP MENTORING & ADVISORY

Feb 2025 – Present

- Mentored founders and startup cohorts through **Fintech Saudi, Misk, Plug and Play, MCIT (KSA), NTDP (KSA), 500 Global and The Garage**, focusing on marketing, go-to-market strategy and positioning for AI businesses.

EDUCATION

- B.E. Mechatronics Engineering, NUST (Pakistan), 2015–2019
- O & A Levels, Al Majd International (Saudi Arabia), 2011–2015

CERTIFICATIONS

Product Marketing Alliance — Go-to-Market Certified | CFTE — Open Banking and Platforms in Finance Specialisation
Google Digital Marketing Certification | Meta Digital Marketing Associate | HubSpot Digital Marketing Certification | Entrepreneurship Bootcamp, CFTE