

ABOUT ME

**PERSONAL BRANDING
STRATEGY CONSULTANT**

ENTREPRENEUR



DUBAI, AL BARSHA
UAE - NAS HOUSE

PRESENTED BY
SALMANUL FARIS



WHO AM I?

HI! I'M A BRANDING & SALES
PROFESSIONAL WHO BELIEVES
THAT EVERYONE HAS A STORY
WORTH HEARING.

WITH A CREATIVE APPROACH AND
ORGANIC STRATEGY, I HELP
BRANDS AND INDIVIDUALS TO BE
AUTHENTIC, RELEVANT AND
ENGAGING IN THE DIGITAL WORLD.



(1)

WHAT

I DO

CREATIVE STRATEGY

CONTENT PLANNING

BRAND STRATEGY

MARKETING &
BRANDING

ENGAGEMENT BOOSTER



(2)



MY PERSONALITY AT WORK.

IDEA TO ACTION

DETAIL-ORIENTED
STRATEGIST

RESULT FITST
MENTALITY

BRAND
PRERSONALITY

I LIKE TO EXPERIMENT WITH NEW IDEAS, BUT KEEP THEM GROUNDED IN DATA AND INSIGHTS. EVERY PIECE OF CONTENT HAS A PURPOSE AND FLAVOR.

(3)

MY CREATIVE FLOW.



TREND & AUDIENCE RESEARCH

ANALYZE TRENDS AND
AUDIENCES FOR CONTENT IDEAS.

DECIDE ON CONTENT FORMAT

CHOOSE THE TYPE OF CONTENT:
IMAGES, VIDEOS, STORIES.

WRITE ENGAGING CAPTIONS

CREATE CAPTIONS THAT INVITE
INTERACTION.

VISUAL/VIDEO DESIGN

CREATE BRAND-APPROPRIATE
DESIGNS OR EDIT VIDEOS.

SCHEDULE & MONITOR

SET A CONTENT SCHEDULE AND
MONITOR PERFORMANCE.

FAVORITE TOOLS:

- COTENT CREATION
- CONTENT SCHEDULING
- ANALYTICS
- STRATEGY STRUCURING

(4)

PORTFOLIO HIGHLIGHTS.



PROJECT: “DIGITAL AWARENESS WEEK”

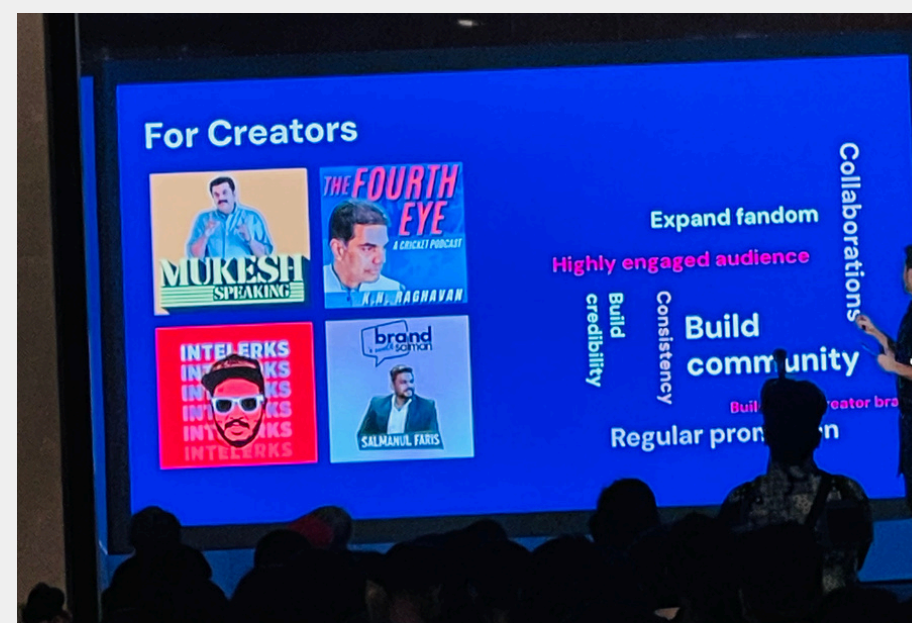
AN EDUCATIONAL CAMPAIGN ON DIGITAL
LITERACY WITH AN ENGAGING AND FUN
APPROACH.

PODCAST WITH 30+ ENTREPRENEURS

CREATING CONTENT CONCEPTS THAT MATCH
THE BRAND'S STYLE AND IDENTITY.

CAMPAIGN: “SPOTIFY RECOGNIZED PODCAST CHANNEL”

BUILDING A DIGITAL COMMUNITY THAT
SUPPORTS EACH OTHER FOR A HEALTHY
LIFESTYLE.



(5)



MY CONSULTING STYLE.



PHASE1 :
UNDERSTANDING
BRAND VOICE AND
MESSAGE

PHASE 2 : FIND THE
STORY FROM FOUNDER
TO SHARE

PHASE: HELPING
CREATE CONTENT.

FINAL : ACCOUNTABILITY

(6)



STATISTICS AREN'T
EVERYTHING, BUT
THEY ARE A MIRROR
OF A WELL-
TARGETED
STRATEGY.

METRICS THAT MATTER

TOTAL ACCOUNTS
MANAGED: 6+

AVG GROWTH RATE: 15-
25%/MONTH

CONTENT CREATED: 120+
CAROUSELS & REELS

AVG WEEKLY
DM/FEEDBACK: 30-50
RESPONSES

(7)

FOUNDERS WORDS



ANEES POOVATHI

FOUNDER OF AIFER

"THE WAY HE MAKES CONTENT IS NOT ONLY GOOD BUT REALLY RELATABLE. HIS INSIGHTS ALSO MAKE OUR ACCOUNT GROW QUICKLY."



SHAMEER

MD & CO-FOUNDER
EDROOTS

"THIS IS THE FIRST TIME I'VE WORKED WITH A TEAM THAT IS NOT COMPLICATED BUT ACHIEVES MAXIMUM RESULTS."



AZHER

FOUNDER OF MOUZY

"HE REALLY UNDERSTANDS HOW TO SPEAK TO OUR AUDIENCE."

PERSONAL BRANDING TIPS

(1)

CREATE CONTENT THAT YOU LIKE FIRST

(2)

IT'S NOT SO MUCH THE TOOLS, BUT WHETHER
THEY'RE THE RIGHT FIT FOR YOU.

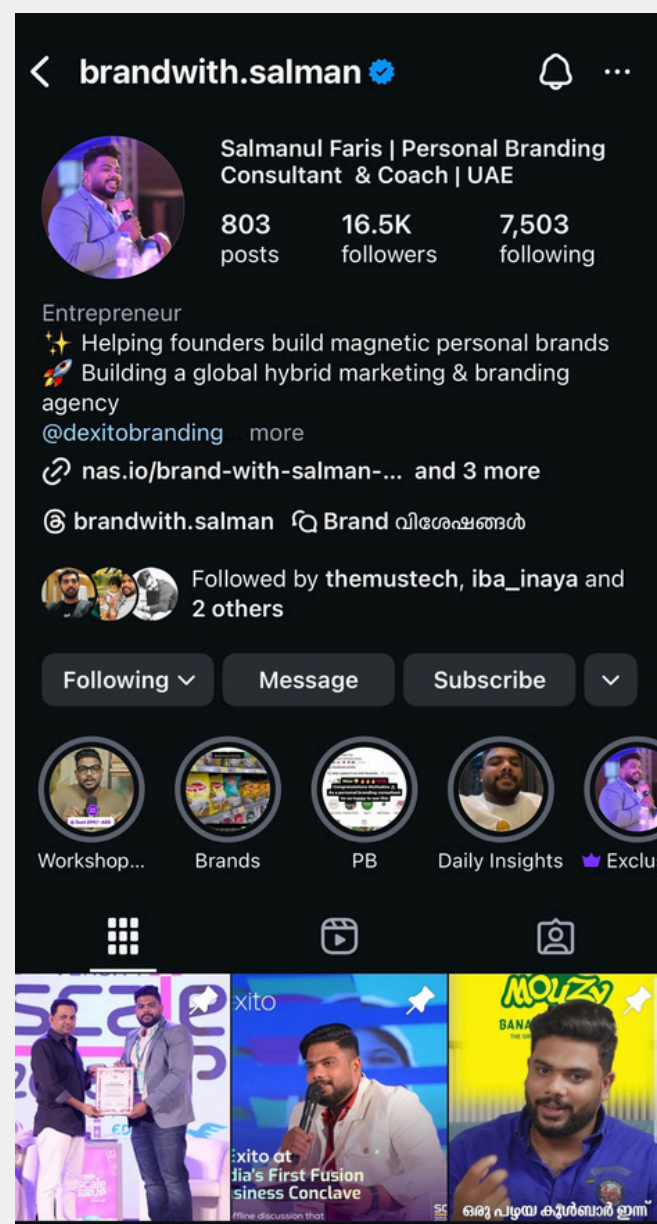
(3)

YOUR VOICE = YOUR SIGNATURE. DIFFERENT IS
GOOD!

(4)

A GOOD CAMERA DOESN'T BEAT GENUINE
CONTENT.

LET'S CONNECT!

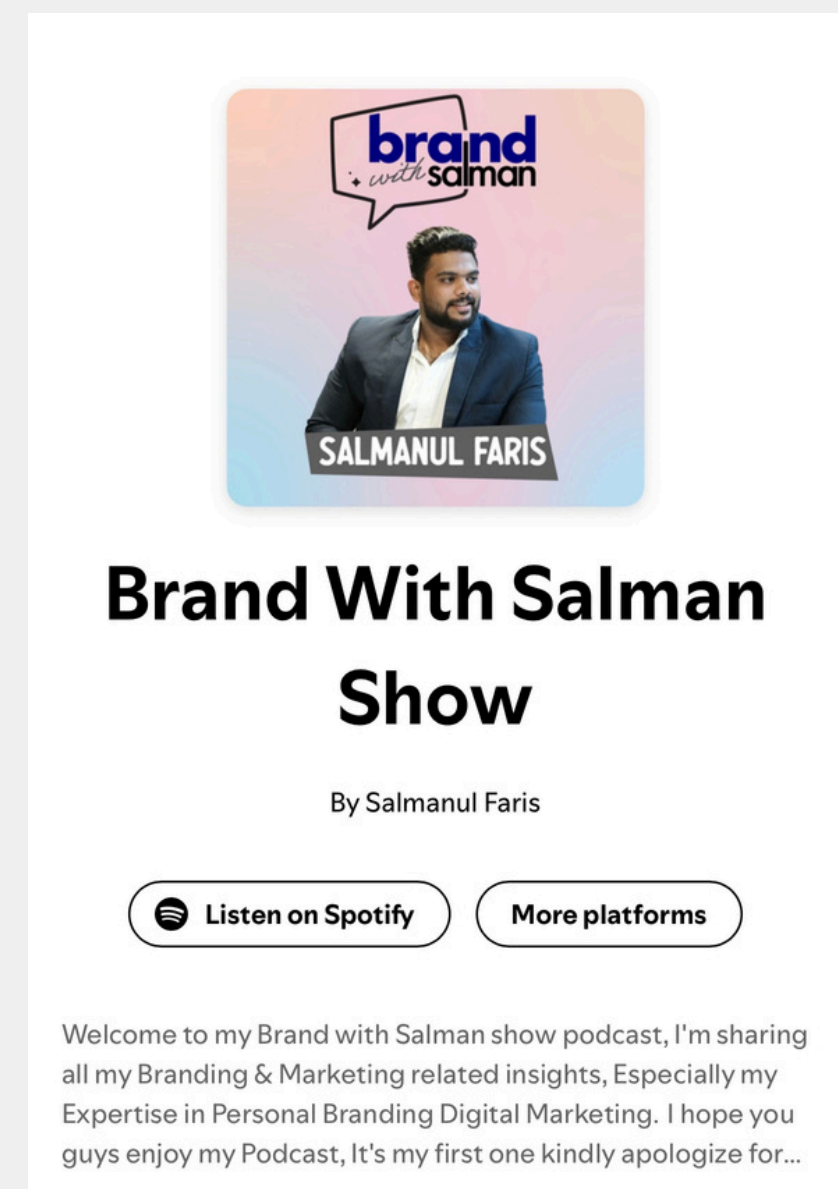


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AWARDS AND RECOGNITIONS









THANK YOU



THANK YOU FOR SEEING
MY PRESENTATION!
HOPEFULLY IT CAN BE AN
INSPIRATION FOR YOU
TO BUILD A STRONG
PERSONAL BRANDING
AND STAY TRUE TO
YOURSELF.

**BRAND
GREETINGS.**