

JACOB AYCHOU

Nationality: Swedish DATE OF BIRTH: 1992-10-15



About Me

Results driven General Manager with a Swedish passport and extensive international experience across Qatar, Sweden, and global markets. Proven expertise in leading operations, driving strategic growth, and overseeing cross-functional teams across diverse industries. Strong background in business development, brand strategy, and commercial performance, with a track record of delivering measurable results in both local and international markets. Fluent in English, Arabic, and Swedish, with a multicultural leadership approach and strong stakeholder management skills.

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Doha, Qatar

Education

High School
Media programmet, Tumba
gymnasium
2011

Certified Personal Trainer
Tränarakademin Personal
trainer
2016

Digital Marketing Management
Medie institutet
2018

Skills

- Strategic Management Creativity
- Direction Digital Marketing
- Strategy Business Negotiation
- Elegant content writing
- Leadership & Development
- Advanced Problem Solving
- Luxury Brand Communication

Tech & Tools

Google Ads, Google Analytics, Meta Business Suite, Power BI, WordPress, RESTful APIs, Figma, Canva, Mailchimp, Meta Ads Manager, Shopify, Notion, Trello, PHP SCRIPT

Experience

General Manager | Alto for Trading, Arts & Event Organization

Provided executive leadership and full operational oversight across trading, arts, and event organization divisions. Defined and executed strategic objectives, managed budgets and commercial partnerships, led multidisciplinary teams, and ensured regulatory compliance and operational excellence. Oversaw end-to-end planning and delivery of events, optimized business processes, strengthened brand positioning, and drove sustainable growth and profitability.

Social Media Manager | McLaren Doha

- Led social media strategy and content creation for McLaren Doha, reflecting the prestige and performance of the brand through cinematic Reels, Stories, and branded campaigns.
- Produced refined digital assets aligned with luxury aesthetics, including short films, stills, and behind the scenes visuals for car launches and private events.
- Directed a cross-functional creative team (videographers, photographers, designers) to maintain consistent, elevated brand storytelling.
- Oversaw influencer partnerships, content calendars, and paid campaigns using Meta Business Suite and Google Ads, optimizing reach and ROI.
- Ensured brand alignment across all platforms, including website content and campaign launches.
- Successfully contributed to the sale of three McLaren vehicles:
 - McLaren Artura (White) – QAR 1,249,000
 - McLaren GT (Blue) – QAR 950,000
 - McLaren 750S (Green) – QAR 1,250,000
- Played a pivotal role in a lead-generating activation at Vendom Mall, securing 17 qualified prospects and supporting a double vehicle sale.

Digital Marketing Manager | Grey Design Agency

- Developed and implemented visually refined, platform specific social media strategies that elevated brand perception and increased engagement.
- Created, directed, and edited high quality multimedia content including short films, Reels, photography, and motion graphics reflecting each brand's unique identity and premium positioning.
- Curated and managed monthly content calendars, aligning creative assets with marketing goals, seasonal trends, and luxury storytelling.
- Monitored and optimized paid digital campaigns using Google Ads, while tracking performance through Google Analytics and Meta Insights to ensure measurable ROI.
- Designed both online and offline marketing materials with a consistent brand voice, supporting launches, activations, and promotions.
- Collaborated cross functionally with designers, copywriters, and creative directors to uphold visual coherence and campaign impact across all touchpoints.

Showroom Manager | Kamux Auto Bilar Sweden

- Curated and resold a premium selection of high-quality pre-owned vehicles with a focus on maximizing profitability and customer satisfaction.
- Strategically marketed luxury automotive accessories and performance parts through both showroom and online platforms.
- Delivered bespoke vehicle enhancement solutions, including precision modifications and custom performance upgrades.
- Utilized advanced diagnostic technologies and autocode systems for accurate vehicle analysis and service precision.
- Applied ECU chip tuning software to elevate engine performance, fuel efficiency, and driving experience.
- Designed and maintained a high-conversion e-commerce platform optimized for SEO and luxury product presentation.
- Led digital marketing initiatives across social media to grow brand presence and engage an upscale automotive clientele.

Manager & Personal Trainer | Fitness World Of Sweden AB

- Ensured compliance with facility rules and regulations through vigilant monitoring of member activity.
- Drove membership growth through strategic sales and innovative marketing initiatives.
- Delivered engaging educational workshops on health and fitness to enhance member knowledge and satisfaction.
- Facilitated seamless new member orientation sessions, effectively addressing inquiries on policies and procedures.
- Cultivated strong member relationships through proactive communication about events and promotions.
- Conduct one-on-one training sessions focusing on proper exercise techniques, form, and intensity to maximize results and prevent injuries.

Tech & Tools

Google Ads, Google Analytics, Meta Business Suite, Power BI, WordPress, elementor, RESTful APIs, Figma, Canva, Mailchimp, Meta Ads Manager, Shopify, Notion, Trello, PHP SCRIPT.

Hobbies : Sports, Music, Cars Language: Swedish, Arabic, English