

AMEERA SUREKHA

AMEERA@ASUREKHA.COM

ASUREKHA.COM ·

LINKEDIN.COM/IN/AMEERASUG

NETHERLANDS · WORKS ACROSS EUROPE

I lead marketing and I build the systems underneath: the strategy, the team, and the code.

SUMMARY

A marketing leader who builds the systems herself. Twenty years across Asia, Australia and Europe, from festivals to B2B SaaS. I take marketing from strategy to working software, and I have carried full P&L as a founder twice.

21

HUBSPOT MODULES

30

TEMPLATES

5

BRANDS

15

YEARS LEADING

2

AGENCIES FOUNDED

SELECTED EXPERIENCE

Head of Marketing

DEC 2023 – PRESENT · SCREENCOM GROUP

- Marketing across four product brands plus SCG Partners after the 2025 merger; 21 HubSpot modules, 30 templates, event lead capture built hands-on, merger and conference communications, and AI agents on documented standards.
- 2022–23 Marketing, LicenseQ · all marketing for a SaaS legal-tech, remote.
- 2020–21 Founder, Ameera’s Kitchen & Kedai · a food business from a pandemic layoff, grown into EU-wide groceries e-commerce.
- 2018–19 BDR, Altium · the marketing-to-sales hinge in B2B electronics.
- 2013–17 CEO, Maretia Asia · festivals, nightlife and artist management, team of 32, three divisions. Full P&L.
- 2015–17 Founder, Jivana Asia · a lifestyle brand, team of 22. Full P&L.
- 2006–13 Earlier, Kuala Lumpur · talent and creative direction, national media and law-conference events, and freelance PR and sponsorship (including an energy-drink interim directorship, under NDA).

EDUCATION & LANGUAGES

University of South Australia BSc Psychological Science

Fluent English, Dutch, Malay

Based Netherlands, works across Europe

Conversational / spoken Punjabi, Hindi / Indonesian