

PROFILE



A commercially oriented brand and marketing professional with 20 years Gulf experience involving start-up and business development operations for design, communications and performance improvement companies, utilising skills from research, brand management, integrated marketing communication and event management for brands such as British Airways MENA, Emirates Skywards, Chevron Aviation, Cirque Du Soleil, Gulf Air and Mubadala Development Company. All agency roles have involved working alongside the GM/MD to grow existing business and attain new business. Recent client based positions have required responsibility for the corporate and sub brand development. I engage promptly and take ownership of tasks, clarifying requirements and applying expertise effectively to inform, engage and align the brand with its audiences, and influence their perception and decision making about the company's products, services and solutions. In turn this enhances financial performance. All professional competencies and personal characteristics listed below have been demonstrated under pressure and in fast-paced, challenging and competitive environments.

PROFESSIONAL & PERSONAL COMPETENCIES

Managerial Skills:

- Start Up Operations
- Implementation of Policies
- Strategic Planning & Direction
- Leadership & Supervision
- Internal Communications
- Production Planning
- Cost Management
- Commercial Awareness
- Complex Project Management
- Business Development
- Building Relationships

Marketing & Communication

Functional Skills:

- Client Need Assessment
- Written & Verbal Presentation
- Brainstorming & Conceptualising
- Client Servicing
- Negotiation
- Measurement & Analysis
- Record Maintenance
- Multi-Tasking
- Brand Management
- Event Management
- Excite & Engage People

Personality Characteristics:

- Articulate
- Empathetic & Flexible
- Intuitive & Imaginative
- Passionate Vitality
- Good Ambassador
- Advocate
- Knowledge Communicator
- Truth Seeker
- Creative Builder
- Natural Participative Leader
- Results Oriented

CAREER ACHIEVEMENTS

My ultimate aim is to enhance financial performance by using the corporate brand to influence audience perceptions and decision making about the company's products, services and solutions.

Mubadala Development Company: Production and launch of Mubadala Brand Guidelines to an audience of 600+ employees, via email and desk drop. Content development and facilitation of workshops to inform, educate and engage internal and partner audiences on how to apply the master and sub brand strategy, core elements of identity, tone of voice, and brand in action across advertising, events and construction projects.

DUBAILAND: Managed content development and design for DUBAILAND 1600sqm stand to accommodate 18 sub brands under the Masterbrand at Arabian Travel Market 2008.

Chevron Global Aviation: Created a brand experience for Chevron Global Aviation VIP Event at Dubai Airshow 2007 applying brand to key touch points: ground arrangement; hotel accommodation; entertainment; chalet build and design; invite process and communication. Ultimate outcome - co-ordinating 60+ delegates at a successful 4 day event.

LONDA Hotel, Cyprus: Development and roll-out of the LONDA Hotel brand from identity through; stationery; print collateral; advertising and sub brand communication material. Design & production in Dubai and brand roll-out in Cyprus.

Emirates Skywards: Actively developed and implemented the media launch campaign for Emirates Skywards FFP to targeted business and first class frequent travellers in Key Hub airports around the world (UAE, UK, Germany, Australia, Singapore).

British Airways MENA: Developing British Airways Middle East & North Africa Account, providing high level of service to result in client requesting agency set up to service account with their area office move to Dubai. This resulted in development of customer and trade loyalty programme, including production of promotional material to reflect segmentation and incentivise Executive Club members and Trade personnel around the region.

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Gulf Air Redefined the Golden Falcon in-flight magazine and entertainment guide 1995. Managed corporate photography shoot and created new corporate and product sales literature for new destinations and A340 product and communication material for two Gulf Air Marketing Conferences.

CAREER PROGRESSION

March 2012 - Present: **Marketing & Special Projects Manager** - Jaguar Land Rover MENAP, Regional Office, Dubai, UAE

A rolling contract initially providing maternity cover for Jaguar Marketing Manager role, which led into a communication management role for JLR APPROVED pre-owned certified vehicle programme, events & special project management.

March 2008 - March 2012 - **Interim Project Management**

- **Project Manager** - Strategic Solutions FZ LLC, Dubai, UAE
Projects remit ranging from strategic brand development through positioning, identity and application, website design and content management to development, activation and implementation for internal communication initiatives. (9 Month Project)
- **Manager Branding, Communications Unit** - Mubadala Development Company, Abu Dhabi, UAE
Launch and educate internal and external audiences about the corporate and business brands, ensure consistency in visual brand representation. (6 Month Project)
- **Integrated Brand & Marketing Communications** - Grass Roots Middle East and North Africa, Dubai, UAE
Management of brand, marketing communication event and measurement projects on an interim basis for organisations in the UAE. (12 Month Project)
- **Senior Manager Brands & Product Development** - Dubailand, Tatweer, Dubai, UAE
Managed Brand Agencies to develop brand direction, architecture and guidelines, as well as the development and production of integrated marketing material and exhibition stand design for Arabian Travel Market 2008. (6 Month Project)

Feb. 2006 - Feb 2008: **Client Services Director** - Grass Roots Middle East and North Africa, Dubai, UAE

- Developed and produced conventional and online marketing material.
- Established initial mystery shopping panel of 600+ participants around GCC.
- Won and implemented new business:
 - Commercial Bank of Dubai - Communication audit and report
 - Carrefour and Clinique - Measurement programmes
 - Chevron Global Aviation and Cirque du Soleil - Event & Marketing Communications Management

Apr. 2003 - Dec. 2005: **Communication Specialist** - Free Lance Consultant, Dubai Media City, Dubai, UAE

- **Business Manager** - Strategic Solutions FZ LLC, Dubai, UAE. (9 Month Project)
 - Responsible for operational set up and management for turnkey clients media centre at Arabian Travel Market (ATM) 2005 and Arabian Hotel investment Conference (AHIC) 2005 - taking the mayhem of the exhibition halls into a friendly and productive lounge environment for Strategic Solutions Hospitality clients to meet and liaise with journalist. Key responsibilities: media centre branding; venue set up (AV; IT and F&B requirements) production of sponsor material.
 - Managed Brand development and roll out for LONDA Hotel in Cyprus Creative and production managed in Dubai with remote client servicing to Cyprus.
- **Interim Group Marketing Manager/ Project Manager** - Al Hilal Group, Bahrain/Dubai, UAE (14 Month Project)
 - Assisted senior management in marketing group activities such as publishing, print, multimedia, conferences and corporate communications.
 - Organisation and management of five key trade events. Coordinated and implemented design elements, marketing and PR requirements for the promotion and management of The Gulf Construction Conference Week 2003 and 2004 and the Interiors & Design Seminars 2004.

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- **Client Servicing Director** - Friend Creative Partnership, Dubai, UAE (7 Month Project)
 - Management of Corporate and Brand Identity projects for Doha Bank, First Gulf Bank, Hamriyah Free Zone, Jumbo Electronics, Falaknaz Habitat.
 - Implementing high standards of client servicing and company management procedures, i.e. payment schedules; monthly invoicing and project & office documentation management systems.

- July 2000 - Mar. 2003: **Multimedia Producer** - Aether Media, Dubai, UAE
 - Created and managed a new digital division within Aether Media Group, a corporate communication film production company based in UAE. Achieving profit within the first year of operation.
 - Development and production of computer based training and interactive CD presentations for clients: British Airways; Emirates; Tejari and Cisco Systems.
 - Management of website and email campaign development for clients: Tejari; Mondial, Le Meridien and bmgmusic.com.

- Jan. 2000 - June 2000: **Senior Account Manager** - OgilvyOne Worldwide, Dubai, UAE
 - Actively developed and implemented the Emirates Skywards FFP media launch campaign to target travellers in key hub airports - worldwide UAE; UK; Germany; Australia and Singapore. Along with a local print and radio campaign.
 - Development & management of creative and production of various through-the-line support materials required for the launch of Emirates Skywards Customer Loyalty Programme.

- April 1996 - Dec. 1999: **Account Director** - Hilal Corporate Communication, Bahrain & Dubai, UAE
 - British Airways below-the-line account direction through briefing, creative and print production of: Internal communications; trade loyalty programme communications; Executive Club segmentation mailings; leisure brochures and training material. Always ensuring global creative brand guidelines were met.
 - Liaising with Area Office and Station Managers across 14 countries to develop individual projects ensuring high standards in client servicing, creativity and production.
 - Assisted client in achieving: £262 million revenue, overstretching forecast £242 million in a declining market (1998-99); Revenue target of £242 Million (1997-98); World Sales Team of the Year (1996-97).
 - Set up and established HCC Dubai office with a team of 4 creative and 2 administration staff.
 - Won new hospitality/tourism accounts in addition to servicing main British Airways MENA Account in 1997.
 - Development and production of below-the-line print material for Marriott Hotels & Resorts; JW Marriott Hotel and Renaissance Dubai Hotel through 1997-1999.

- Feb. 1994 - Apr. 1996: **Assistant Manager Publications** - Gulf Air, Bahrain.
 - Development and management of content, production and distribution of all print communication material. Ranging from Monthly In-flight Magazine, Quarterly Entertainment Guides to Corporate, Product, Services and Destination literature.
 - Coordinating outside services such as design agencies; publishers and print service suppliers, negotiating rates and services to achieve the end product.
 - Managing the distribution process around the Gulf Air worldwide network.
 - Taking lead role in development of content and production of Corporate Marketing Conference support material in 1994/95.

- Feb. 1993 - Feb. 1994: **Account Director** - Butterfield Morris Bushell Limited, Luton, Beds, UK.
- Nov. 1991 - Jan. 1993: **Head of Creative & Studio** - Full Circle Design, Gerrards Cross, Bucks, UK.
- Mar. 1987 - Oct. 1991: **Designer / Senior Designer** - Dennis Fairey & Associates, Berkhamsted, Herts., UK.
- Oct. 1983 - Mar. 1987: **Illustrator & Designer** - Northern Telecom, Documentation & Marketing Department, UK

EDUCATIONAL QUALIFICATIONS: June 1983 Chartered Society of Designers Degree - Technical & Scientific Illustration

PERSONAL DETAILS ■ Nationality: British ■ Marital Status: Single ■ Driving License: UK & UAE