

Enji Yassin

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OBJECTIVE: To excel in Communication and Marketing Projects Management.

HIGHLIGHT OF QUALIFICATIONS AND EDUCATION

My diverse experience in communication and advertising, coupled with my regional insight and multi lingual fluency, gear me towards strategic and cutting edge roles where I can help define a brand's equity and contribute to its success through effective, innovative and holistic communication plans and campaigns.

Oct. 2004 **Masters in Project Management**
Project Management Institute, Regis University, U.S.A.

May 1996 **BSE in Computer Science**
Arizona State University, Tempe, Arizona, U.S.A.

PROFESSIONAL EXPERIENCE

03/10-6/13 **Account Director** *Face To Face; Dubai, UAE*

Unilever - Sustainability Living Plan

Consultancy, development and management of the Baqala Program from concept and initiation phase to launch throughout the Gulf, North Africa and Middle East regions
The project's scope included:

- Baqala identity and brand design
- Program's B2B communication plans and collateral
- Training workshops content development, structuring, an systems
- The training toolkit content development, design and production
- Baqala Program website, video and presentations
- Social media marketing
- Program's collateral design and production management

Eyles AMG

Development and Management of an awareness campaign for Eyles AMG

The scope included:

- Corporate website design content development, hosting and management
- Corporate brochure content development, design and production

Abu Dhabi Airports Company (ADAC)

B2B Marketing management and advertising for the Airline Marketing side of the business.

Achievements included:

- Complete management and development of the client's yearly marketing plans in par with their targets and objectives
- Brand identity and design development for the company's various businesses such as DhabiJet, the private jet airport facility and services from ADAC
- Creation and development of an interactive digital platform "The ADAC Airline Team BLOG" servicing the Airlines and partners of the airport
- Marketing support for the Airlines, partners operators of the airport and communicate Abu Dhabi as a destination
- Management of a global annual aviation event (World Routes) hosted by ADAC in 2012. This included complete event brand identity creation and design, event's collateral, a high end welcome pack and visitor guides, venue branding, outdoors branding and a 360 communication campaign utilizing the complete spectrum of the communication channels

Commented [m1]: The objective is very short and does not create a meaningful impression. Your choice of industry and desired roles and location preference if any should be a part of objective along with a statement of goal

Commented [m2]: Your CV should start with a Profile Summary. This should include all your works skills, strengths, communication skills, leadership, team etc.

Commented [m3]: Since you are an experienced professional your academics should not be at the start.

An employer hires an experienced candidate to tap his experience which is his primary motive to hire.

A CV should give the employer what he/she wants straightaway. An employer is pleased if he finds the CV convenient to read as per his requirement

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Commented [m5]: Whom do you report to should also be mentioned for the current/last position

Commented [m6]: Very short roles. Roles should be more generic

For example: Involved in Branding, Marketing and Event Planning for the main line of products

Lot of rework is required

Same applies for all remaining companies you worked for

The Park Rotana Hotel

Development and management of a complete brand identity and launch campaign for a new and exclusive fine dining F&B venue: The Amador Restaurant and Cellar.

The scope included:

- Branding and logo development
- Design and production of the Restaurant's collateral
- Venue and directional signage
- Launch campaign utilizing ATL, PR and digital channels
- Development of a social marketing plan for pre launch activities
- Consultancy and communication management for the opening event

Sharja Ladies Club

Development of a Child Safety Awareness Campaign headed by the Sharja Ladies Club on behalf of the Sharja Government to educate and promote use of Child Safety Seats in vehicles. The Campaign scope included print and TV ads, informative collateral and PR activities, launch event and outdoors branding around the emirate.

Abu Dhabi Environment Agency

Development and management of a Paperless Day program.

The Program's deliverables included:

- A digital platform to replace the use of paper, encouraged the elimination of paper printing and measured the in corporations and business partnering with Abu Dhabi Environment Agency.
- A tracking system to measure and report the effectiveness of the program on reducing the use of paper

CONSULTANCY AND PROJECT BASED JOBS

- 11/09-01/10 **Project Manager** *Streamline Marketing; Dubai, UAE*
Child Safety Seats Campaign
Developed a strategy and communication plan for a Child Safety campaign in Abu Dhabi, to promote and encourage, nationwide, the usage of child safety seats in vehicles and eventually enforce this safety measurement as a law.
Achievements: A proposal document including market research, campaign's strategy, the creative concept, campaign collateral, timelines and budgets.
- 04/10-06/10 **Project Manager** *Newsgroup; Dubai, UAE*
Media Analysis and Reporting
Developed a report that demonstrates the divergence and convergence of media coverage in the Gulf region. The responsibilities included media channels monitoring across the Gulf and North Africa region.
Achievements: An analytical report of analyzed data, statistics, and effective insight on the region's media coverage and trends.
- 07/10-09/10 **Campaign Manager** *Middle East Communicaton; Abu Dhabi, UAE*
Ministry of Foreign Affairs (MoFA) Communication Campaign
Developed a holistic communication and advertising campaign for ME Communication for the ministry's rebranding and advertising campaign pitch.
Achievements: A designed proposal inclusive of a communication and advertising plan, including the strategy, brand redesign, the creative work, digital marketing, and a budget breakdown.
- 10/10-01/11 **Business Development Manager** *Expression; Dubai, UAE*
Managed new business briefs and the creative process for major pitches such as, Daman Investment, Dubai Chamber and Nokia's Traffic application. The role responsibilities included all research and strategy development for a comprehensive creative briefs and proposal presentations including creative strategy, 360 advertising campaigns, creative work, team structures and budgets.

12/06-10/08 **Account Director** *The Tribe; Dubai, UAE*

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Management for **Ibn Battuta Mall, Deyaar, Jumeirah Talise Spa, Wataniya Airways** and **Dolphin Energies** responsibilities included:

- Holistic yearly marketing plans in par with client's targets and yearly goals, branding and design, advertising, PR, media and production management
- Managed digital requirements such as redeveloping websites, strategic and relevant online advertising plans, newsletters and HTML announcements
- TVC productions and photography shoots
- Revenue targets and reports

01/05-10/06 **Account Director** *Memac Ogilvy; Dubai, UAE*

Management of the **British American Tobacco (BAT)** business for the GCC market inclusive of three global brands.

- Developing brands marketing and communication strategies
- Managing a qualitative and quantitative research for the brands to define and develop effective marketing plans
- Conducting brand and category reviews
- Managing the advertising budget and competent ownership of the internal brand P&L.
- Holistic guardianship of brands forecasting and cross channel selling
- Branding, promotions and events management in retail stores, hotels, restaurants, bars and cafes (HORECA)
- Generating and presenting consumer insight reviews
- Coaching and developing subordinates

03/03-11/04 **Special Projects Manager** *Dubai Internet City; Dubai; UAE*

Set up and management of the Dubai Internet City Special Projects Department.

Main responsibilities included:

- Evaluation of proposed initiatives from international and local entities
- Management of cross function teams
- Budget planning and management for approved projects by the CEO
- Planning the communication and advertising activities creating distinct identities and personalities for each project in line with the DIC corporate brand
- Hosting conferences and exhibitions for IT services
- Measurement and reporting of KPIs across functions

ADDITIONAL CERTIFICATIONS

- 2012 The Principals of Marketing and Retail Management Workshop (Dubai, UAE)
- 2006 BAT Marketing Excellence Training and certification program (Dubai, UAE)
- 2006 Strategic and Creative Thinking training course (Istanbul, Turkey)

Languages: Fluent in Arabic, English, and Greek

Interests: Traveling, environmental awareness campaigns, and humanitarian initiatives

References: Upon Request

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