**DESIRÉE**

Dubai, UAE Email: [**DESIRÉE.339124@2freemail.com**](mailto:DESIRÉE.339124@2freemail.com)

**KEY ATTRIBUTES**

* *Consistently striving for improvement; results-oriented professional with a creative flair*
* *Competent in handling multiple projects simultaneously with effective planning and communication skills*
* *Ability to perform well individually or as part of a team in extremely fast-paced work environments*
* *Logical, passionate and determined when approaching problems*

**CURRENT PROFESSIONAL EXPERIENCE**

***Marketing and Communications Coordinator****, Emaar Hospitality Group, Dubai, UAE* ***November 2015 - October 2016***

* *Maintain image and artwork libraries*
* *Assist in preparation of cluster and property marketing plans*
* *Project management of marketing activations, both online and offline*
* *Liaise with agencies for timely delivery of advertising, creative design, printing, promotional events and media activities*
* *Project lead on The Address Hotels & Resorts monthly cluster newsletter, managing content creation, briefing process with the agency and finalising release with corporate CRM team*
* *Assist with preparation and development of multilingual collaterals for cluster and property*
* *Project lead on design, preparation and order process of all gifts and giveaway items for The Address Hotels & Resorts sales team and trade shows*
* *Monitor and audit inventory of all marketing materials to support cluster sales team with consistent stock for trade shows and sales events*
* *Preparation of P&L and in charge of tracking monthly marketing budget in coordination with finance*
* *Special Projects include :* 
  + *The Address Hotels & Resorts Wedding Planner book - Assist in design and production process of a luxury planner book for the group used by property and corporate events team for exclusive wedding partners*
  + *Meeting & Events Virtual Reality Production - Plan and execute the entire virtual reality project for The Address Hotels & Resorts events spaces used as a key sales tool across the group*
  + *HTML proposal templates for The Address Hotels & Resorts - Brief, design and coordinate new proposal templates of the group used by property and corporate events team to send out proposals to clients in corporate, social and wedding sector*
  + *The Address Hotels & Resorts Wedding Fair - Brief and coordinate with creative agency on the key artwork for the campaign and working on final deliverables, both online and offline*
  + *Pre-opening of new property - Provide holistic marketing support in pre-opening of new hotel, including though not limited to coordinating media plans, design of departmental collaterals with graphics team and computing intricate monthly budget reports used by senior management*
  + *Guest services app - Compile extensive content, both written and visual, for hotels’ in-room guest services technology to maintain the quality and brand experience set for the group*
* *Assist in all administrative work required for the cluster marketing department*

***Sales Representative****, Rogers Telecommunications, Toronto, CANADA* ***April 2014 - February 2015***

* *Targeting small and medium-sized businesses offering Rogers OutRank SEM & SEO products*
* *Establish a consistent pipeline on a daily basis via lead generation; meet and exceed monthly targets*
* *Identify clients' needs and cultivate effective sales strategies*
* *Post launch, work with an Account Manager to ensure consistent value is delivered to the client and potential for up-sell is realised*

***Executive Assistant to President****, Kal-Trading Inc, Mississauga, CANADA* ***May 2012 - March 2014***

* *Report directly to the President and coordinate appointments with customers*
* *Establish and maintain strong customer relationships with customer base to better understand their requirements*
* *Assist in increasing customer base by targeting new and potential customers, while resolving existing client issues*
* *Liaise with key departments to process orders and ensure timely product delivery to customers*

**PRIOR PROFESSIONAL EXPERIENCE**

*Telemarketer,* ***Desjardin Financial****, Toronto, CANADA* ***January 2010 - May 2011***

*Contacted potential customers by telephone to solicit meetings with financial advisor; scheduled appointments*

*Explained services to customers & handled questions; recorded detailed customer information & sustained follow-ups*

*Arranged all sales kits to include company information, applications, brochures & other relevant forms*

*Sales Associate,* ***Early Learning Centre****, Dubai, UAE* ***June 2007 - August 2007***

*Communicated effectively with customers in order to address their needs and initiate after-sales contact*

*Liaised with a diverse customer base to foster positive relations and return sales*

*Processed deliveries & stock transfers in an efficient manner; practiced procedures to reduce stock loss*

*Receptionist,* ***Computerized Auto Repair Services****, Dubai, UAE* ***March 2007 - May 2007***

*Screened visitors to control interruptions; directed them to appropriate staff members; handled calls & inquiries*

*Monitored the use of office supplies; coordinated equipment repairs & maintenance*

*Assisted administrative staff with excess work; facilitated planning and preparation of meetings and conferences*

**EDUCATION**

***UNIVERSITY OF TORONTO****,* ***CANADA September 2007 - December 2011***

*Honours Bachelor of Arts- Major in International Development, Minor in Economics & Health Studies*

**PERSONAL DETAILS**

*Nationality : Indian*

*Visa Status : Mother’s Sponsorship*

*Date of Birth : 2nd February, 1989*

*Marital Status : Single*

*Languages Spoken : English and Hindi*

*References : Will be provided on request*