**Rosy**

[**Rosy.361920@2freemail.com**](mailto:Rosy.361920@2freemail.com)

**MARKETING PROFESSIONAL**   
*Experienced Loyalty/CRM and Direct Marketing Professional*

**PROFILE**

* Loyalty Marketing, CRM and Advertising professional with **over 12 years** of experience.
* Possess keen business acumen in analyzing and understanding client acquisition and management, customer-value maximization and developing new business processes and revenue streams.
* Consummate professional with excellent planning, execution, monitoring and project management skills, attention to detail as well as the ability to build and lead effective teams.

***Key Competencies:*** *Business Planning • Product & Loyalty Programmes Launch • Operations Management • Global Communications• Partnership Management •CRM/Loyalty Marketing • Budget Forecast and Management • Brand Management • Creative Brainstorming and Development • Project Management and Delivery*

**PROFESSIONAL EXPERIENCE**

**SKY TELECOM GROUP, DUBAI, UAE   
Product Manager Loyalty/Marketing** **Oct 2016 \_ December 2016**

* Handling the B2B and B2C Loyalty programmes for the group in the MENA Region.

**INTERNATIONAL CUSTOMER LOYALTY PROGRAMMES, DUBAI, UAE** **Account Manager/Loyalty Marketing** **July 2012 – September 2016**

* Establishing and maintaining strong client relationships through regular close contact account management including regular face to face meetings, telephone and email communication.
* Handling a diverse set of clients, including Barclays Bank, National Commercial Bank, OSN, Air Astana,Visa.
* Effectively interact with other departments including the Member Services Center (local and international) Operations, IT team and Creative team when handling campaign start ups, ensuring each team is briefed fully and correctly in all aspects as well as ensuring all projects and day to day management of client requirements is met with ease and efficiency.
* Working with Client Services Director to analyze new business opportunities, research and review new strategies for existing clients and present/pitch new business proposals to clients.
* Producing weekly, monthly and quarterly status reports to each client and establishing individual requirements whereby each client receives a bespoke service.
* Independently manage new campaign start-ups, upgrades, websites and renewals in programme strategies.
* Effectively lead, manage and execute complete set of creative requirements for clients including print, outdoor media, digital platforms and online communications.
* Ensuring account plans for each client are updated ongoing with all current and relevant information concerning the client and the campaign, from the point of handover from the Account Director.
* Knowledge hub for group products including being appointed as project lead for launching iTravel the latest venture in travel technology for key clients.

**Equity Advertising, DUBAI, UAE**

**Account Manager/Advertising Feb 2012 – June 2012**

* Managed the HTC brand across the region. Including ATL, BTL to position HTC as the fastest growing smartphone manufacturer in the region.
* Carried out competitor tracking & market analysis to provide strategic guidance to the client & generate revenue for the company which led to successfully launching 3 new devices across the region in 3 months.
* Executed rebranding of 20 stores across KSA, Egypt and UAE.
* Successfully conceptualized & executed 360 brand activations for new devices across UAE, KSA & Egypt.
* Planned and executed events & press conferences for up to 500 guests. Organized launch events & Industry leaders in Dubai along with press events in KSA & Egypt. Full turnkey service.
* Also handled Social Media Manager responsibilities by managing the online space for HTC in the region. Responsible for a 900% increase in fan base. Includes upkeep, monitoring & providing strategic guidance in terms of tonality & positioning across the digital platform.

**Traffic Media (f.z.l.l.c), Dubai, UAE July 2010 - Jan 2012**

**Key Account Manager/Advertising**

* Played pivotal role in completion of day-to-day client requirements in BTL and ATL projects including print campaigns and marketing collaterals.
* Managed and executed successful brand campaigns, activations & events across MENA & International Regions along with leading campaigns that successfully secured & managed accounts worth over AED 3 million annually.

**Clients Handled:** Aggreko International Power Projects, SEHA (Ambulatory Healthcare Services), Carrefour.

**Concept Group (Concept Today), DUBAI, UAE   
Account Manager/Advertising March 2007 – June 2010**

* Managed client/agency relationships by taking the lead in handling existing accounts as well as potential new clients.
* Responsible for completion of day-to-day client requirements in BTL and ATL projects including print campaigns, events and marketing collaterals, including preparing creative and production briefs for internal and external suppliers
* Maintaining monthly action plan/weekly status report: Providing clients with regular weekly updates and action plan to organize ongoing and future tasks.

**Clients Handled:** Aggreko International Power Projects, Jacky’s, Grundfos Gulf Distribution, ETA Healthcare.

**INTERNATIONAL CUSTOMER LOYALTY PROGRAMMES, DUBAI, UAE   
Account Manager/Marketing Programme Communications & Partnership** **Nov 2004 – March 2007**

* Day-to-day management of accounts (Client enquires, conference calls & follow-up ongoing campaigns)
* Spear headed creation and co-ordination of internal brief templates for the development and delivery of creative in line with approved product development proposals.
* Developed, implemented concept of maintaining detailed programme policies and procedures, and ensured the policies manual was updated for benefit of all internal and client working teams.
* Action Plan/Programme Reporting: Providing the account team with regular monthly client management reporting, co-ordination of the client action plan updates and maintained financial account, report, and prepared invoices.
* Competitive Analysis: Monitored and evaluated competitors and other international frequent flyer Programmes and provided monthly and annual management information reports to clients.

**Clients Handled:** Saudi Arabian Airlines, Qatar Privilege Club, Porsche, and Priority Pass.

**INTERNATIONAL CUSTOMER LOYALTY PROGRAMMES, DUBAI, UAE   
Data Entry Supervisor** **March 2003 – Oct 2004**

**EDUCATIONAL CREDENTIALS**

**Bachelor of Business Administration, (Major: Marketing & Advertising):** Eastern Blueridge University, USA

**American Universal Collage:** Computer Studies, Lebanon

***Technical Skills****: MS Office Applications, Internet Applications, Adobe Photoshop, Dreamweaver, Illustrator,*

***LANGUAGES:*** *Fluent in**English and Arabic*