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| **Archana** **Advertising & Communications Professional****Archana.375642@2freemail.com** |  |
| **PROFILE SUMMARY**Accomplished advertising professional offering strong background, formal education, valuable experience, skills and attributes for a rewarding role in Advertising or Marketing Sector. MA qualified with 12+ years of proven work experience in Advertising, Brand Management, Design Management, Marketing Strategy and Customer Retention Strategy. Holds excellent communication skills, strong attention to detail with a mindset to deliver results in demanding and real-time environment. |

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| **STRENGTHS** |
| * 9+ years UAE experience in Advertising, Branding, Integrated Marketing, CSR, Digital Marketing, Customer Engagement and Relationships
* Flexibility and resourcefulness to respond to a fast-paced dynamic work environment with shifting deadlines
* Excellent written and verbal communication and presentation skills
* Ability to successfully lead teams, handle multiple projects and meet tight deadlines
* Awareness of industry trends, consumer trends, promotional resources, market statusand competition
* Demonstrated critical thinking and problem solving abilities
* Driven to learn and apply new ideas
* Ability to adapt quickly to challenges and changing environments.
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| **QUALIFICATIONS** |
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| **Master of Arts, Mass Communications** |  **2005** |
| COMMITS, Bangalore, India |  |
| **Post Graduate Diploma in Advertising** |  **2003** |
| K.C. College, Mumbai, India |  |
| **Bachelor of Science, Industrial Chemistry** |  **2001** |
| D. G. Ruparel College, Mumbai University, India |  |

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| **ACHIEVEMENTS**  |
| * Project lead for re-branding of the Largest Islamic Bank in UAE, Dubai Islamic Bank. Rebranding project comprising of Logo design, strategy and roll out of identity simultaneously at over 90 branches.
* Project lead for conceptualization and launch of 3 Banking segments (Wajaha, Aayan and Mumayyaz), new credit/debit cards and various new products at Dubai Islamic Bank.
* Project lead for rebranding of Damac Properties and launch of Damac Properties Akoya, Paramount Towers, Damac Maison and various others
* Project lead for launch of Medeor 24X7 Hospital a unique 24X7 specialty hospital in Dubai
* Project lead for launch of website for Humania Capital, a health care and education investment company
* Project member for launch of Q-Centro, a retail and residential project in Oman, part of AQAR
* Real Estate
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| **JOB ROLE & WORK EXPERIENCE** |
| **Senior Account Director – Blue Apple Advertising , Dubai - [October 2011 : Nov 2017]** * Part of the core client servicing team entrusted with the responsibility of managing and guiding a team to manage key businesses of the agency like Dubai Islamic Bank, Eros Group, Medeor 24X7 Hospital Dubai, Aqar Real Estate Oman, Damac, Burjeel Hospital for Advanced Surgery Dubai and Humania Capital.
* Build, develop and maintain client relationships.
* Co-ordinate with the Digital and PR teams to ensure an integrated communication strategy for integrated clients.
* Motivate the creative and client servicing team to develop new ideas and solutions across all businesses.
* Maintain a close watch on all agency billings, receivables, monthly and yearly group targets.
* Suggest and implement initiatives for additional revenue streams.
* Negotiate with suppliers and build a strong base of suppliers to ensure best quality and most cost-efficient solutions

**Account Manager – The Classic Partnership Advertising LLC , Dubai - [April 2008: Oct 2011]*** Part of the client servicing team handling businesses like Agthia Group (Al Ain Water, Grand Mills, Al Ain Vegetables), Al Zahra Hospital, Dubai Islamic Bank and Eros Group.
* Work closely with the AVP to ensure error free operations and timely delivery of all ATL and BTL Tasks assigned.
* Manage large projects of product launch events, shoots, conferences, exhibitions etc.

**Sr. Account Executive, Contract Advertising, Mumbai - [Sept 2006 – Jan 2008]*** Part of the client servicing team handling Cadbury Celebrations and Bombay Dyeing Real Estate.
* Part of research team for all animatics and focus group research.
* Part of product and innovative packaging design team.
* Part of TVC shoot planning and execution with celebrities like Amitabh Bachchan.

**Account Executive- Saatchi & Saatchi, Mumbai - [Oct 2004 : Sept 2006]*** Handled one of India’s largest Home Finance provider, ICICI Bank Home Loans and Speed Petrol.
* Executed and launched multiple product campaigns on a nationwide scale.
* Launched Loan against Property for ICICI Bank Home loans.
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| **PERSONAL DETAILS** |
| **Nationality** | : | Indian |
| **Date of Birth** | :  | 26th December 1979 |
| **Marital Status** | :  | Married |
| **Visa Status** | :  | Employment Visa  |
| **Languages** | : | English, Hindi, Konkani & Marathi |
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| **REFERENCES** |
| Available upon request  |