**RYAN**



**Mobile:** C/o 971505891826

**Email**: [ryan.377470@2freemail.com](mailto:ryan.377470@2freemail.com)

**Location**: Dubai, United Arab Emirates

|  |
| --- |
| **MARKETING | GRAPHIC ARTIST | E-COMMERCE & WEB FULFILLMENT** |

**SUMMARY OF QUALIFICATIONS**

* A highly motivated and dedicated Sales & Marketing professional specializing in product management, brand & web fulfillment and e-commerce.
* Over 10 years working experience in the UAE with background in retail, music, food & beverage, publishing and advertising industries.
* Visited European (*UK & Schengen*) and Asian countries for business and personal trips.

**AREAS OF EXPERTISE**

* *Visual Merchandising*
* *Retail*
* *Sales & Client Servicing*
* *Marketing Strategy*
* *Adobe Illustrator*
* *Adobe InDesign*
* *Adobe Photoshop*
* *MS Word & Excel*
* *Team Management*
* *Business Development*
* *Project Management*
* *Strategic Planning*

|  |
| --- |
| **EMPLOYMENT BACKGROUND IN THE UAE** |

**Brand Champion, Designer – Print and Digital Lush Fresh Handmade Cosmetics**

**Dubai, United Arab Emirates August 2012 - Present**

**Responsibilities:**

* Current tasks mainly focus on **Brand Fulfillment** across the MENA region
* **Branding:** Responsible for the overall quality of creative materials produced for the region in accordance with the organization’s brand standards
* **Marketing Strategy:** Interpret communications strategy from the UK head office, provide recommendation and develop creative approaches that are culturally-appropriate for the region
* **Retail Branding:** Works closely with the UK head office and MENA senior management in improving system (process and tools), as well as the culture of creative excellence and in-store visual merchandising
* **Team Management:** Coordination between various departments, partners and suppliers for the overall visual outputs from pre-opening to opening and seasonal promotions of all MENA branches
* **Business Development:** Maintain and developed the Digital Platform (*Official Website, Weekly Newsletter, Mail Order & E-Commerce*) in the MENA region
* **Digital Marketing:** Monitoring website visitors, clicks and designing newsletters and social media campaigns
* **Graphic Design:** Design and production of the bilingual LUSH TIMES magazines (bi-annual and annual editions), including product photography
* IT and technical support (*including tills and scales*)

**Marketing Executive Hospitality Concepts and Solutions**

**Dubai, United Arab Emirates May 2009 – August 2012**

**Concepts & Franchises:**

* *Lush Fresh Handmade Cosmetics*
* *Café Ceramique*
* *Lunchbox DIFC*
* *MBCo*
* *Outback Steakhouse, KSA*
* *Licks Burgers and Ice Cream*
* *Auntie Anne’s*
* *Chocolate Bar*

**Responsibilities:**

* Solely in charge of all marketing initiatives for abovementioned establishments
* Performed managerial duties including decision making, review and approval of local store marketing initiatives
* **Project Management:** Organized events including its planning, implementation and execution
* Responsible for tracking all the advertisement and media related activities
* Responsible for creating cross-marketing promotions between the brands, other organizations and industries (various schools, charitable institutions, and recreation facilities to name a few)
* Performed PR and Communications initiatives for the brands, as well as photography

**Sales & Business Development Executive Loopface International Advertising & Publishing**

**Dubai, United Arab Emirates October 2007 – March 2009**

**Supported Groups:**

* *Ski Dubai*
* *Dubai Financial Market*
* *Mohammad Bin Rashid EST.*
* *Castrol*
* *Tejari*
* *Michigan State University*
* *UAE Football Association*
* *TECOM Investments*

**Responsibilities:**

* **Project Management:** Assisted the clients in terms of their Communications and Marketing initiatives such as print ads, flyers, brochures, posters, etc.
* **Business Development:** Opened new project ventures for the company: exhibits, events production, print advertising, photography, publishing and marketing plan
* **Strategic Planning:** Multi-tasked in performing client servicing, planning and executing marketing strategies, contribution of creative inputs
* Developed a wide network of contacts in the private sector, government and members of the press

|  |
| --- |
| **NOTABLE EMPLOYMENT HISTORY IN THE PHILIPPINES** |

**Sales Representative Summit Media Publishing Inc.**

**Ortigas, Philippines (Metro Manila) November 2004 – November 2005**

**Responsibilities:**

* Main objective was to sell magazine titles to dealers and distributors in the designated areas
* Conducted field work, as well as trade and marketing inspections to various distributors
* Surveyed the area for potential outlets and close deals with new dealers, as well as identifying possible competitors
* Prepared revenue, market strategies and prospecting reports
* Led and directed all marketing activities and helped in ensuring the achievement of the top and bottom line business objectives (sales volume, market share and profitability) of the business unit
* Conducted training of new employees and dealers in provincial areas

**Product Sales Specialist GA Yupangco & Co. – Yamaha Music Corporation**

**Makati, Philippines (Metro Manila) September 2001 – January 2004**

**Responsibilities:**

* Primary role was attending to customers’ requirements especially with regards to product knowledge and demonstration
* Responsible for inventory maintenance, sales invoicing and related tasks
* Worked in-field when conducting inspections of areas and supervising installations of Professional Audio Systems and Musical Instruments
* Assigned to assist management in the development and implementation of marketing strategies that will allow the company to achieve its goals
* Supported in the planning, development and implementation of marketing campaigns, events and trade shows

|  |
| --- |
| **EDUCATION & TRAINING** |

Bachelor of Science in Commerce, Major in Hotel & Restaurant Management

**Philippine Women’s University**

1996 – 2000, Manila, Philippines

**LUSH Fresh Handmade Cosmetics**

2014 - Brand Immersion (Poole & London United Kingdom)

2012 and 2016 - Time Management Training

2014 - Myers-Briggs Type Indicator (MBTI) Program

2012 to 2017 - Product Knowledge Training

2016 - Communications Training

2017 - “Candy Shop” Process & Quality Training

**Summit Media Publishing Inc.**

2005, Circulation Sales and Advertising Sales

**GA Yupangco & Co. – Yamaha Music Corporation**

2003, Customer Service and Sales Handling

2001 – 2004, Various Product Trainings

|  |
| --- |
| **PERSONAL PROFILE** |

**Nationality : Filipino**

**Driving License : Valid UAE license holder**

**Visa Status : Employment Visa (Transferrable)**

|  |
| --- |
| **REFERENCES & PORTFOLIO AVAILABLE UPON REQUEST** |