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SKILLS & EXPERTISE

CUSTOMER EXPERIENCE & RETAIL FOCUS

- > Optimized in-store branding to guide customer flow and enhance product visibility
- > Collaborated with retail and operations teams to align campaigns, activations, and messaging across key customer journey stages
- > Ensured retail visibility and customer engagement through localized campaigns and tailored in-store experiences

Achievement: Localized retail activations across multiple markets, adapting messaging and store experiences to regional consumer behaviours and preferences, leading to improved engagement and store traffic.

BRAND ACTIVATIONS & ENGAGEMENT

- > Delivered innovative in-store and multi-channel activations, connecting brand stories to consumer lifestyles
- > Understood customer needs to develop customer-driven marketing strategies that reinforce loyalty and emotional connection
- > Built strategic partnerships and cultural collaborations to increase brand awareness and desirability

Achievement: Created 'Outloud', an innovative brand activation at Virgin Megastore, merging music and fan experiences to drive brand interaction.

PROJECT & BUSINESS MANAGEMENT

- > Led cross-functional projects from concept to delivery, ensuring stakeholder alignment across functions
- > Structured and monitored workflows to improve operational speed and execution accuracy
- > Oversaw project scope, budget, and timelines in complex, fast-paced environments

Achievement: Marketing Project Manager for the opening of Virgin Megastore's flagship store at The Dubai Mall, handled concepts development, execution & team coordination.

MARKETING STRATEGY & EVENT MANAGEMENT

- > Developed 360° marketing plans integrating retail, digital and PR components to maximize brand visibility
- > Coordinated launch events, thematic campaigns and seasonal rollouts across multiple markets
- > Managed creative alignment and consistency across all consumer-facing formats

Achievement: Implemented a unified cross-functional campaign calendar at Virgin Megastore, improving team coordination and reducing time-to-market across 4 countries.

VISUAL BRANDING & INSTORE EXECUTION

- > Implemented regional visual branding systems to ensure consistent in-store look & feel
- > Worked with local teams to adapt fixture layouts and animations based on store formats
- > Supported rollout of retail toolkits and display guidelines for seasonal updates and new store openings

Achievement: Developed and deployed a real-time branding management system, reducing outdated branding materials and ensuring brand consistency across stores.

PROFILE

Regional Marketing & Business Development Manager with **11 years of experience** in the **Middle East**, shaped by diverse international exposure (Switzerland, Egypt, Gabon, Indonesia, Senegal, France, Sweden).

Driven to create impactful brand experiences that connect and resonate.

WHY ME?

- ✓ Creative, **consumer-first** and brand-experience driven
- ✓ Strategic and structured, with strong project coordination skills
- ✓ Strong **relationship builder** with global, multicultural expertise
- ✓ **Adaptable** and **team-oriented**, thriving in dynamic environments
- ✓ Continuous learner, always **evolving** and **embracing new challenges**

EXPERIENCE

REGIONAL BUSINESS DEVELOPMENT MANAGER

Pierre Frey | 2021 – Present

Leading growth initiatives in luxury interiors projects (stars hotels, VIP residences) while managing VIP clients across the GCC countries.

REGIONAL MARKETING MANAGER

Virgin Megastore MENA | 2017 – 2020

Created, drove and delivered trade marketing & multi-brand activations strategies. Virgin Star (employee of the year)

SALES REPRESENTATIVE

Nestlé UAE | 2014 – 2017

Developed the Alternative Trade Channels, driving revenue growth, optimizing brand image & visibility.

EDUCATION

CERTIFICATION (Elvtr)

Marketing & sponsorship

MASTER'S DEGREE - International Marketing

Burgundy School of Business, France

BACCALAUREAT - Economy

International School of Jakarta, Indonesia

INTERESTS



Art & Crafts
Art Study (2007)
Photography



Globetrotter



MMA
Rugby
Motocross