

PROFILE SUMMARY

Marketing professional with more than 6 years' experience and proven ability in implementing strategic plans and identifying new market opportunities. Active, hard-working, self-motivated, ambitious and growth-oriented. Able to work under pressure and understands the importance of customer satisfaction. Market-oriented with a drive to achieve revenue growth and win competitive positioning.



CAREER OBJECTIVE

Seeking a challenging career opportunity in a growth-oriented organization where I can utilize and further enhance my experience, skills, knowledge and capabilities in the field of marketing.

KEY COMPETENCIES

- Formulating marketing strategy and plans
- Developing creative concepts
- Media and public Relations
- Implementing corporate social responsibility programmes
- Professional communication and interpersonal skills in cross-cultural environment

PROFESSIONAL WORK HISTORY

Beach Rotana Abu Dhabi Complex (Beach Rotana, the Flagship hotel of Rotana Group, Beach Rotana Residences and Beach Rotana-all suites)

Assistant Director of Marketing and Communications - May 2018 – Present

- Development and effective implementation of marketing and promotional strategies for 879 rooms, suites, and serviced apartments, 14 restaurants, Beach Club (complete with 2 swimming pools, squash and tennis courts, watersports, kid's club, and extensive gym), spa as well as 12 banqueting rooms, three outdoor venues and two ballrooms with a capacity of up to 1,100 people
- Assist in developing the annual marketing and communications plan for the promotion of rooms, food and beverage, catering and events and recreation goals on a monthly basis
- Worked and planned closely with Director on the yearly budget and strategic plan
- Overlook all press releases and maintain a constant supply of articles for the media partners
- Communicate information about the hotels services, facilities, events and employees in a positive manner to the market place
- Assist in establishing and maintaining close contact with local, national and foreign journalists to maximize positive media coverage
- Assist in establishing effective relation with agencies to devise and maximize publicity materials (printed collaterals, radio campaigns, advertising, etc.)
- Liaise and coordinate with the advertising agencies and media companies

Key Accomplishments and Projects:

- Part of the pre-opening team of Beach Rotana Residences, where I worked on the full rebranding campaign turning the marketing plan, collaterals, media plans, advertisements, radio campaigns, hotel image, social media campaigns, giveaways and more from an Arjaan brand (4 star brand with specific brand guidelines) to a Rotana brand (5 star brand with specific brand guidelines) in one month time
- Worked with the Resident Manager on the restaurant facelift of the American-Japanese outlet, Benihana

- Helped achieve a breaking record of awards in 2018
- Increased print and digital media exposure by approximately 40% from 2018 to date
- Worked on the re-branding of the Beach Club collaterals and membership concept aiming to uplift the look and feel of the card and brochure to a 5-star level consisting of new membership cards, brochure, inserts and schedule layout
- Worked on the launch of the new kids club brochure with mall activations
- Planned and executed 2 photo shoots and 1 corporate video shoot for the entire complex including the development and implementation of the colleagues and photographer briefs and the photography/videography plans and storyboards
- Worked on the branding and execution of a new South African braai (BBQ), Beats and Meats, consisting of digital and print activities, radio campaign, giveaways, media reviews, photography, video shoot, signage, branding, digital invitation, SMS campaign and collateral displays and dissemination including digital screens
- Worked on the revamp of the existing MICE (meetings, incentives, conferences and exhibitions) campaign consisting of digital and print activities, presentations, photography, video shoot, signage, digital banners, fact sheets, brochure and other collaterals
- Helped with the creation of new brand manual for French-Polynesian restaurant and Bar, Trader Vic's, for two key Rotana properties, as well as the seafood restaurant, bar and lounge, Finz

Amwaj Rotana, Dubai (5-star hotel in an iconic Dubai location)

Marketing and Communications Executive - January 2017 – May 2018

- Plan, develop and implement all marketing endeavours including strategies, public relations/media, Corporate Social Responsibility (CSR) programme for 301 rooms and suites, 7 restaurants, fitness & wellness club (complete with adult and kids' pools, Jacuzzi, steam room, sauna, fully-equipped gymnasium and massages and spa treatments), as well as 3 banqueting rooms and one ballroom with a capacity of up to 200 people
- Develop creative concepts for promotions including production of printed materials
- Plan and implement advertising plan for the year
- Manage direct marketing campaigns to loyalty members for the hotel
- Maintain inventory of giveaways and media gifts

Key Accomplishments and Projects:

- Creation of new brand manual for Italian restaurant, Rosso, for two key Rotana properties
- In charge of marketing plan for new shisha lounge (104 covers) consisting of digital and print activities, radio campaign, giveaways, media reviews, photography, video shoot, signage, branding, digital invitation, loyalty programme offers, SMS campaign and collateral displays and dissemination including digital screens
- Introduced new media concept to the hotel with Ahlan!, one of UAE's top lifestyle magazines, to gain coverage for new lounge opening by top influencers and bloggers
- Increased print and digital media exposure by approximately 20% from 2016
- Worked closely with Director on launch of new brunch concept aiming to establish the hotel's brunch as an individual brand by itself
- Spearheaded 5 CSR activities generating media coverage of estimated USD 85,000
- Proposed advertising for the hotel's 2018 marketing plan
- Successfully proposed storyboard for new images to be taken at sister hotel, Centro Barsha, as assigned and approved by the Director

- Negotiation of barter deals with Executive Woman Magazine, Ahlan! Magazine, Sport 360 Newspaper and suppliers
- Successful cross-exposure in e-Commerce covering areas such as creating HTMLs, running social media PPC campaigns and Google campaigns

Centro Barsha Hotel, Dubai (Flagship hotel of Rotana's lifestyle brand)

Marketing and Communications Executive - January 2016 to January 2017

- Plan and execute all marketing strategies for the hotel such as print collaterals, advertising, PR, hotel events, Corporate Social Responsibility (CSR) programme for 243 rooms and suites, 2 restaurants, deli, fitness & wellness club (complete with a swimming pool and fully-equipped gymnasium) as well as two meeting rooms
- Manage direct marketing campaigns to loyalty members for the hotel
- Being in charge of marketing at the hotel and working closely with e-Commerce Executive
- Plan and manage budget and run weekly marketing meetings with senior management
- Look after digital marketing such as social media content, managing online content and imagery, news and promotional articles on rotanatimes.com and intranet in the absence of e-Commerce Executive
- Work directly with head office on key campaigns for the hotel and monthly reporting

Key Accomplishments and Projects:

- Developed laterally to larger, more upscale property with the Rotana group
- Successfully revamped theme nights at all-day dining increasing covers monthly by 20%
- Launched over 12 CSR activities and raised estimated 60,000 UAE Dirhams for the Special Needs Future Development Center

Ororas, Lebanon (*Wholesaler of decorative items*)

Client Servicing and Marketing Manager – November 2014 to December 2015

- Research potential clients and contact them for a show-around or sales visit
- Track market conditions, competitive activities, advertising and promotional analysis
- Oversee marketing activities and prepare annual marketing plan

Key Accomplishments and Projects:

- Introduced more than 10 major clients and increased revenue by 20%
- Trained and managed sales and warehouse team
- Promoted the company for the first time in print and gained online coverage from event companies, hotels and florists
- Handled international sales specifically with Dubai clients
- Proposed idea to participate and successfully implemented participation in trade exhibition; personally responsible for branding and marketing of stand

Pia Mia / Straight, Lebanon (Multi-branch fashion retailers in key locations)

Website Controller & Supervisor – September 2010 to September 2014

Website Controller (Pia Mia)

- Execute digital and online strategies and oversee the day to day maintenance of the website including content update
- Handle all customer communications and feedback
- Contribute actively to the development of promotional materials

Key Accomplishments and Projects:

- Launched new website; handling content, photography and daily updates

- Negotiated special rates with Aramex shipping company, Net-commerce payment portal and photographer
- Handled social media content, managing online content and imagery
- Launched branding campaign including logo, giveaways, bags, window display, advertising, billboards and photography
- Planned and executed seasonal photoshoots for website and social media

Supervisor (Straight)

- Manage team of 4 retail staff, including cashiers
- Ensure neat and professional merchandising
- Maintain inventory and ensure items are in stock

Key Accomplishments and Projects:

- Trained new employees
- Executed periodic markets scans to monitor competition
- Met financial objectives by preparing monthly report to monitor sales and revenue and implement a new strategy if needed
- Handled branding campaign including logo, giveaways, bags, window display, advertising, billboards and photography

EDUCATION AND QUALIFICATIONS

- **Bachelor of Marketing Communications** (graduated 2014)

Notre Dame University, Lebanon

Thesis: Develop marketing plan for new product line using Ksara Winery as client covering Situation Analysis, Research, SWOT Analysis, Objectives, Strategy: Product, Pricing, Place, Advertising Creative including Target Audience, Objective, Concept and Rationale, Strategy, Positioning, and Tone of voice

- **Professional Diploma in Marketing Communications** (graduated 2015)

International Advertising Association (IAA)

Certification: Achievement of highest standards of education and ethical practice in international marketing communication and state-of-the-art professional development through education and training for marketing communication

SKILLS AND PROFESSIONAL COURSES

- Proficient user – MS office applications: Word, Excel, PowerPoint, Outlook
- Practiced user – Windows, Mac OS, Android, and IOS systems
- Copywriting and proof-reading in Arabic language
- Destination Leadership – leadership skills course
- Managing your Career – approaching GM's and upper management course
- Incident Reporting and Crisis Management – how to report and handle crisis course
- Risk Assessment – how to undertake and handle risks course
- Emergency Management Plan – handling emergency course
- Managing Learning and Development – plan trainings and personal development course
- Interview Selection Skills – how to interview potential candidates and select the best

LANGUAGES

- **Arabic:** mother tongue
- **English:** excellent (fluent in speaking, writing, reading as native tongue)
- **French:** good (speaking, writing, reading)

Prescila Azzi
M: +971 56 823 9772

Abu Dhabi, UAE
E: prescila.azzi@gmail.com

PERSONAL INFORMATION

- **Date of Birth:** 4 May 1992
- **Nationality:** Lebanese
- **Interests:** Water polo, basketball, martial arts
- **Marital Status:** Single