

Pamela Baz

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PROFESSIONAL SUMMARY

Highly experienced professional with over 13 years of proven track record in defining and implementing successful marketing strategies in the MENA region for various sectors. A self-starter, exhibiting high work ethic, dedication, integrity and competence. I am looking for a new challenge where I can make a valuable contribution to the development of the company in order to maximize brand awareness and revenue through MarCom best practices

MARKETING & COMMUNICATIONS CONSULTANT | MENA REGION | 2016 | PRESENT

KABABJI INTERNATIONAL | 2023 | EMEA

Lead the revitalization of Kababji International's brand by transforming the brand image, fostering growth, and shaping strategic direction as well as enhancing KJI's market position and capabilities. Managed marketing functions for franchisees of KJI and Eathos UAE

KURBAN GROUP | 2022 | UAE

Established and led the marketing department at Kurban Group. Managed marketing initiatives for AVIS and Budget Rent a Car within the Kurban Group as well as the travel, retail, and B2B sectors. Additionally, played a key role in the concept development, branding, and strategic positioning of MASAFAT in KSA.

AL FAHIM HOLDING | 2022 | UAE

Led end-to-end branding, marketing, and PR initiatives, from budgeting to website development, resulting in innovative customer experiences.

ROWAD QATAR AWARDS & CONFERENCE | 2019 | QATAR

Coached teams, identified talents, and managed projects from kick-off to delivery, achieving desired outcomes on time and on budget.

GITEX & GITEX FUTURE STARS - WORLD TRADE CENTRE | 2017-2018 | UAE

Co-created interactive experiences and marketing campaigns, delivering a 20% YoY increase in visitors and a 26% growth in exhibitors.

FIREEYE | 2017 | UAE

Led successful 360 marketing strategies, driving impactful demand generation and Channel-based Marketing in EMEA markets.

GROUP LPL INDUSTRY | 2016 | UAE

Led marketing and communications team in crafting multichannel campaigns, boosting revenues by 15%.

EXPERIENCE

HEAD OF MARKETING & COMMUNICATIONS DEPARTMENT | GUARDIA SYSTEMS S.A.L | 2014 – 2016

Created and managed the Marketing & Communications Department, developed strategies, and devised world-class customer experience strategies.

SENIOR MARKETING & PROJECT MANAGER | ENTOURAGE INTERNATIONAL | 2014

Boosted sales by 40% through an independently organized campaign for the Jordanian Ministry of Tourism. The product was Samsung (S5 Product launch) for UAE that represented a growth of 18% MoM (month on month) in a brand that previously recorded a decreasing trend of -5%.

Major Accounts: Coca Cola (Events), Du & Etisalat (CSR campaigns), Samsung (S5 Product launch)

MARKETING PROJECT MANAGER | SIMBA TOYS MIDDLE EAST | 2012 – 2014

Managed projects and promotions, enhancing target audiences' awareness and cultivating marketing partnerships. Led the internal communication between all Simba departments and Simba partner offices (India, MENA Subsidiaries, Hong Kong office, Simba headquarter, etc.)

Campaigns: All UAE (SQUAP Game competition at Hamleys and Gulf Greeting)

EDUCATION

BA MARKETING & ADVERTISING | SEPTEMBER, 2011 | AMERICAN UNIVERSITY OF SCIENCE & TECHNOLOGY

Major: Mass Communication Minor: Radio & TV

CERTIFICATES

HEALTH AND SAFETY OFFICER (HSO) | 2019 | DISS TRAINING & CONSULTING

ENGLISH COMPETENCY IN ENGLISH | 2007 | MICHIGAN STATE UNIVERSITY