

# Ana Azfar

9+ years of experience helping brands devise their marketing strategy. Worked with Emaar Malls Group, Address Hotels, Dell, Ingram Micro, Microsoft, NetApp, Alpha Data, Forcepoint, IBM



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📍 Choroob Mirdif, Dubai, UAE

## WORK EXPERIENCE

### Sr. Account Manager QNA Marcom

04/2021 - Present

Dubai, UAE

#### Achievements/Tasks

- Lead point of contact for all client management matters.
- End-End delivery for B2B campaigns & events.
- Sales enablement expert at translating clients' KPIs into actionable/measurable campaigns.

### Marketing Specialist Special Olympics World Games Abu Dhabi

11/2018 - 04/2019

Abu Dhabi, UAE

#### Achievements/Tasks

- Managed marketing, advertising & promotions with focus on ROI/KPIs.
- Effective media plan implementation.
- Liaised with government entities & sponsors involved.

### Social Media Manager Team Red Dot

05/2016 - 10/2018

Dubai, UAE

#### Achievements/Tasks

- Managed Web/Social Media marketing campaigns.
- Worked on multiple CMS and presented periodical reports
- Actively involved in design website/social media design.

### Sr. Exec Social Media Bates Pan Gulf (WPP Company)

05/2013 - 12/2015

Dubai, UAE

#### Achievements/Tasks

- Key accounts: Burj Khalifa, Address Hotels, DTCM
- Focus industries: Retail, Government, and Hospitality.
- Main responsibilities: Client servicing, content strategy, online reputation management, social listening.

### Social Media Marketing Assistant Emaar Malls Group

01/2011 - 04/2013

Dubai, UAE

#### Achievements/Tasks

- Creation of Social Media Marketing Strategies.
- Supported mall wide events with social media exposure.
- Helped retail groups achieving their marketing objectives.

## SKILLS

Partner & Vendor Campaign Management

Account Based Marketing

Client Relationship Management

Marketing Communication

Content Management

## LANGUAGES

English

Full Professional Proficiency

Urdu

Native or Bilingual Proficiency

## EDUCATION

Masters Mass Communication

2007-2008

Lahore, Pakistan