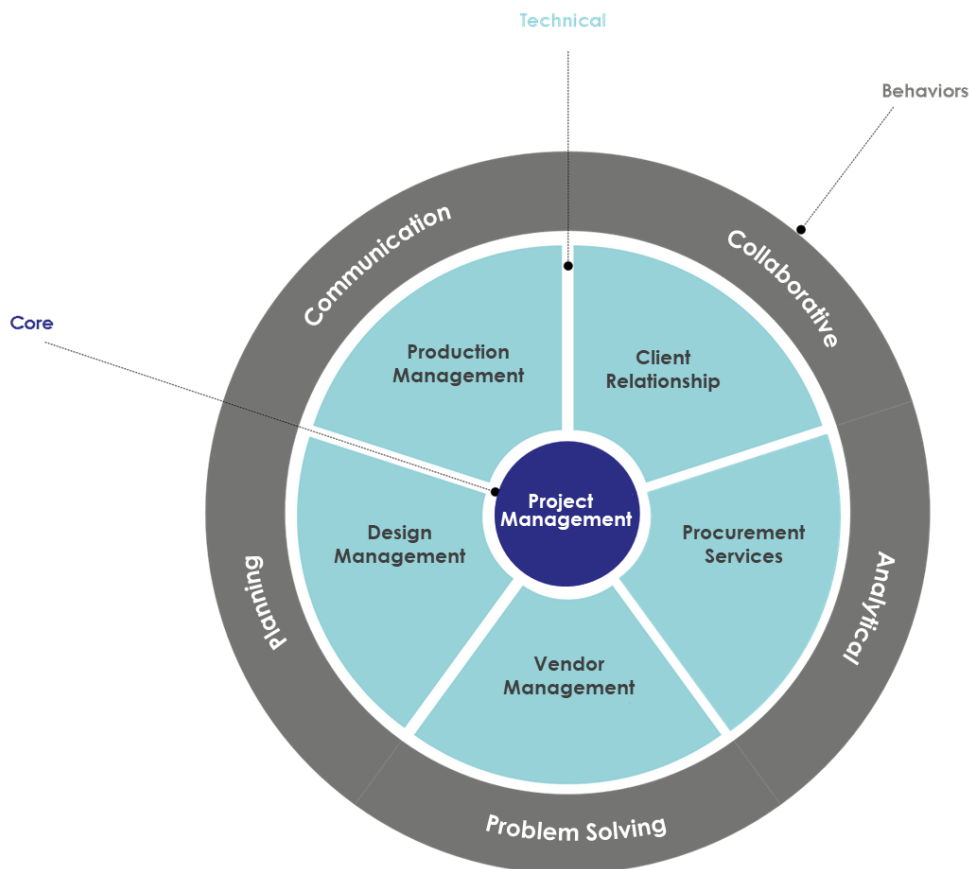




RIZWAN MOHAMMED



Summary: Advertising, Production and Procurement project manager with more than 10 years of rich and diversified experience in Retail Experience, Client Relationship, Design Management, Production Management (Fabrication and Print), Vendor Management and Print Production with highly evolved Project Management skills. Industries ranging from Consumer Electronics to FMCG.

Exceptional communicator with a consultative marketing style, solid negotiation skills and a keen client needs assessment aptitude. Aggressively identify opportunities and provide tactical business solutions. Problem Solver and a solution-provider with a commitment to quality and attention to detail.

Skills: Project Management- Retail Brand Communication, Client Servicing, Design Management, Production Management, Print Production, Account management, Factory operations and BTL Procurement

Education:

MBA Marketing (UCAM.Spain), Bachelor Degree Computer Science (Mangalore University. India), Diploma in 3DS Max software, Executive Diploma in Management (Pearson Education Ltd. UK)

Professional experience

Cheil

Project Manager – Retail Space Experience

Feb 2017/ Mar 2020 – 3yrs

Cheil Worldwide Inc. is a subsidiary Samsung Group providing Strategic and Creative solutions in Advertising, Media, Experiential, Shopper marketing, Sports marketing, digital marketing etc. Cheil Worldwide was established in 1973 in Seoul, South Korea, and now spreads across 6 continents, with over 40 offices, 7 affiliate companies and over 6000 employees.

- Project Manager for BTL campaigns for UAE and GCC including Retail space renovation and upgrade, branding execution, retail store guidelines, Production
- Constantly monitor and report on progress of the project to all stakeholders, present reports defining project progress, problems and solutions, implement and manage project changes and interventions to achieve project outputs
- Cooperate and drive different teams/ vendors to achieve project goal and gather client or team's feedback to optimize project development
- Overall schedule management by project stage and report to team head.
- Mapping the client's requirements and architecting new solutions.
- Establish strategic execution plan according to client's need and present to team manager.
- Share client's request internally and give feedback promptly. Should maintain a very good Client relationship

Key Projects:

- Design development and implementation of Retail Guideline for new product launches across Showrooms, Power retailers and Hyper markets within UAE, QAT, BAH, OMN and KWT – 2017,2018 and 2019 (Ranging from 3-4 Launches a year within Consumer electronics and Home Appliances)
- Planning and execution of Media launch events– 2017, 2018 – QLED 4K and 2019 QLED 8K launch – across UAE, KUW, BAH and QAT
- Planning and execution of Brand space at GITEX – 2017,2018, 2019

Major Client: Samsung Electronics



PROEX PLUS INTERIOR DECORATION
PUBLIC PRO WORLDWIDE

Project Manager

Mar 2014/ Feb 2017- 3 yrs.

Proex Plus Interior Decoration LLC (PPID) is part of Public Pro worldwide, a multinational Retail Design agency with office in Seoul. Frankfurt and Dubai

- Overseeing projects from conception to delivery, ensuring that these are delivered on time and within budget, with excellent levels of client satisfaction.
- Maintain and review operational procedures
- Recommend and implement process improvement aligned to company goals
- Assist in new customer acquisition and relationships
- Review all jobs on completion both internally through assessment and externally in a client summary or creative review
- Endorse and submit plans for new products and service offerings to partners for final approval
- Liaise with Design Agency in all areas of the work process from design development, Site Visit and execution
- Handled Sales transaction of 4 million Dirhams during the first year of company inception

Major Clients: LG Electronics – HA/HE Division, Al Abbar Enterprises (Candilicious); Landmark Leisure (Funcity, PoParazzi), Al Qubaisi Group (Gelato Divino, Skin Jam Electronics, Caffé Divino, Mama Italia, AFRICAN+EASTERN)

Professional experience



Account Manager/McDonald's, American Garden, Dabur and Kempinski Hotel
May 2009 /Feb 2014 – 5 yrs.

- Assist Account Director in preparing Communication Plans for ATL campaigns.
- Scheduled briefing and prepare briefs as per agreed Communication Plans to be shared with Planning, creative and finally to Production
- Prepare a draft cost estimate for the job based on rate card, inputs from Production, and supplier quotes. Provide input to Account Director for preparing a reconciliation of billing and estimates on a monthly basis
- Assist Account Director in preparing a Brand Review presentation for discussion with management on issues and concerns related to account brands.
- Work and contribute actively to a new pitch as a part of the pitch team if required

Key projects

- Part of one of the most innovative print campaigns in this region for a product launch – campaign won Silver at MENA Cristal
- Simple Bold project (Implementation of Global style guide for this region): Assisted 11 MENA markets to launch new menu style guide as part of the initiative by global brand Agency Leo Burnette USA
- McDonald's Breakfast Launch – assisted in launch of a new product category



Mortgage Advisor - Developer Sales
Sep 2007/Feb 2009 – 1yr 6 months

- Advise customers on best-suited home finance plans and generate sales for the company. Represent firm for major property launch and work closely with developers and distribution channels to provide financial service to potential clients



Jan 2006 /Aug 2007
Sales Officer/Personal Finance- Corporate

- Manage and provide exclusive services to corporate clients approved by the bank

Key projects

Client: Samsung
 Role: Retail/Event
 Market: Middle East
 Sector: Consumer Electronics

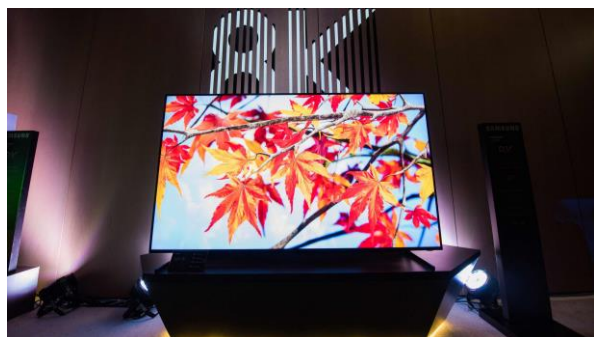
Brief: Launch Samsung's new product QLED 8K with focus on the 98" screen in a unique setting where industry experts can have an interactive product experience

Idea: We created "8K Cinema" venue where a cinema booth was put up with the 98" QLED TV and high-end AV products from the brand portfolio. Licensed 4K cinema contents were played transforming viewers to an experience like never before.

Industry experts were first invited for a panel discussion where the topic of "Future of TV technology" was discussed. Panel included celebrity Emarati director – Ali Mostafa, CEOs of Retail giants in the region among the rest. Post discussion they were invited to experience the product where a specially trained promoter would take them through the technology and finally leading them to the 8K cinema experience

Result: The idea and the experience was extremely well received by the panel guests and the other prominent retailers that attended. The good experience they had were instantly posted on various social media platforms which created a first on impression to the potential customer – mainly because it is from the experts. This along with strategic marketing helped 8K sales to outgrow the forecasted figure and eventually making UAE the #1 market in terms of sales for Samsung globally.

Key responsibilities: Budget estimation and preparing a preliminary BOQ. Finalizing venue visiting and analyzing 3 different locations. Briefing design studio as per site visit. Presenting design internally followed by to the client presentation. Preparing final BOQ for e-bidding. Vendor selection and project briefing. Production review and quality check. Pre-event installation monitoring. Post event dismantling monitoring. Post event report and Invoicing.

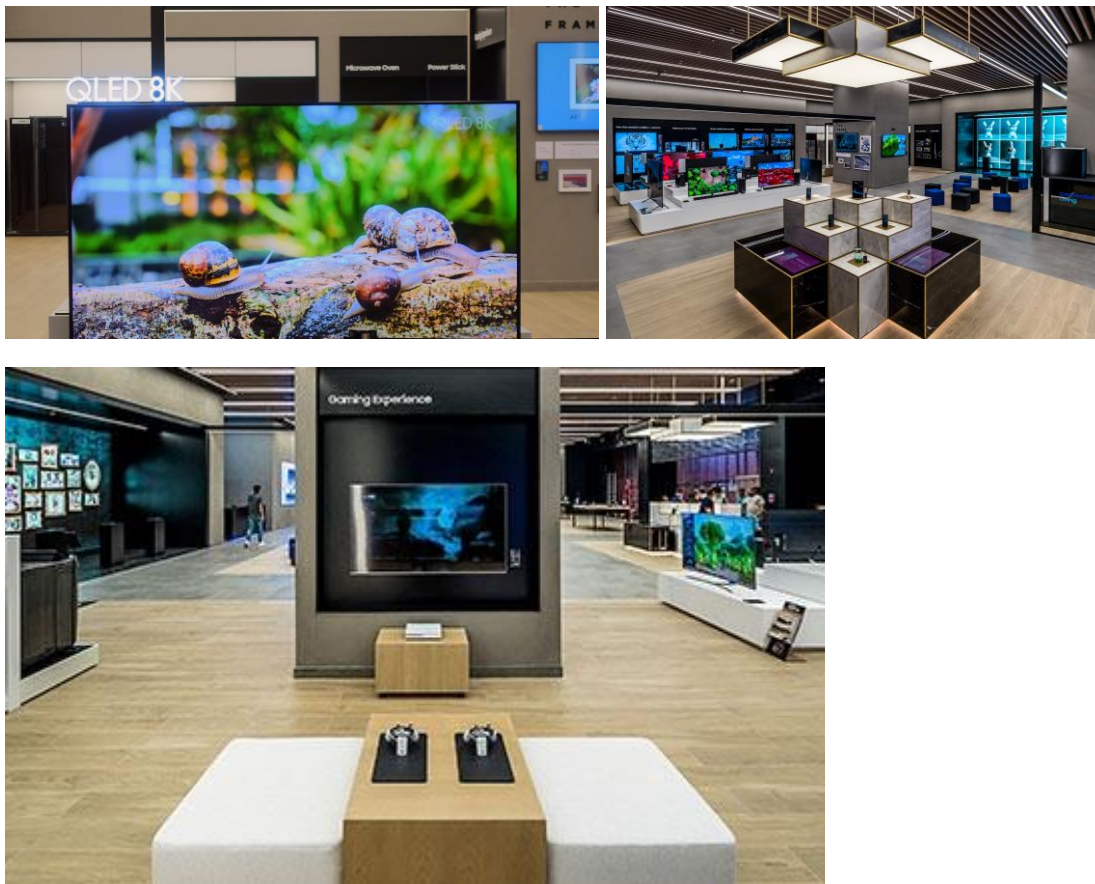


Client: Samsung
Role: Retail/Showroom
Market: Middle East
Sector: Consumer Electronics

Brief: *Launch first of its kind Multi experience stores and provide customers a new destination to embrace the company's technological ecosystem*

Result: As part of the AV retail experience team, we came up with a dedicated wall display highlighting the Flagship TV- QLED 8K. This is the first time display of the product in a store environment outside of CES 2018. A Gaming zone featuring a large 4K TV connected to the Xbox was set up on the pillar complete with gaming chairs to get in to the action. Another zone was dedicated to the display of The Frame TV – lifestyle TV offering from Samsung. This was a creative zone where the TV was placed among real picture frames to communicate the product's unique feature.

Key responsibilities: Review Global guidelines briefing with HQ team. Understand the concept and start ideation process. Understand product details to be displayed through the retail team. Prepare concept for the AV display section, get approval from the Architecture team internally followed by the client. Prepare slides for mall management approval. Brief fit out vendor on the details and get sample approved. Production overview and prepare project execution timeline. Installation monitoring. Prepare post-installation report.



THANKS!