



**Noel Michael Dsilva**  
**Marketing & PR Officer**  
**At SayG SPC**  
Location: Manama, Bahrain  
**Education:** Diploma, Advance Computer Applications  
**Experience:** 22 Years

### Contact

Location: Manama, Bahrain  
**Name:** Noel Michael Dsilva  
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**Passport No:** S2897454  
**Date of Issue:** 14/02/2018  
**Date of Expiry:** 13/02/2028  
**Nationality:** Indian.

### Personal Information

**Birth Date** 14 January 1973 (Age: 44)  
**Gender** Male  
**Nationality** India  
**Visa Status** Residency Visa (Transferable)  
**Marital Status** Married  
**Number of Dependents** 1  
**Driving License Issued From** Bahrain

**Marketing & Public Relations Officer.**

**March 2018- Present.**

**At SayG SPC. Owned by Shaikha Dr. Eshaa Mohammed Hamad AlKhalifa**

**Location:** Manama, Bahrain

**Company Industry:** Information Technology and Advertising.

**Job Role:** Marketing & Public Relations Officer.

Managing all marketing for the company and activities within the marketing department.

Developing the marketing strategy for the company in line with company objectives.

Co-ordinating marketing campaigns with sales activities.

Overseeing the company's marketing budget.

Creation and publication of all marketing material in line with marketing plans.

Planning and implementing promotional campaigns.

Manage and improve lead generation campaigns, measuring results.

Overall responsibility for brand management and corporate identity

Preparing online and print marketing campaigns.

Monitor and report on effectiveness of marketing communications.

Creating a wide range of different marketing materials.

Working closely with design agencies and assisting with new product launches.

Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.

Analyzing potential strategic partner relationships for company marketing.

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**Business Development Manager/ Production Generalist.**

**October 2018- February 2019.**

**At Creative Panda SPC. Location:** Manama, Bahrain

**Company Industry:** Advertising & Events.

**Job Role:** Marketing & Promotions.

Development of New business with Execution.

Branding, Corporate Stationary, Marketing Collaterals, Brochure, Booklets, Annual Reports, Flyers/Pamphlets, Corporate Advertisements, Newsletters, Vouchers/Visiting & Greeting Cards, Calendars, Product Modelling, Architectural Modelling (Exterior & Interior), Exhibition Stands/Kiosk/VIP Trophies/Events, Screen Printing, Offset & Digital Printing, Exhibition Stands/Kiosk/Events, Roll Up Banner Stands, Fixed Banner Stand, Sign Boards, Vehicle Branding

**Business Development Manager**

**June 2017 – September 2018**

**At Awal Printing Press Location:** Manama, Bahrain

**Company Industry:** Publishing

**Job Role:** Sales

Day to day management of the sales team ensuring they are on track for achieving Sales.

Setting sales and marketing target to manage activity within the team.

Working with sales executives on approaches to building business.

Training the sales team on sales techniques and giving advice.

Ensuring the sales team update the CRM effectively with all appropriate data.

Performance managing underperforming members of the sales team.

Overseeing all marketing activity and ensuring it fits with the marketing strategy.

Sending marketing emails to customers via the CRM.  
Managing the company's social media accounts and posting relevant content.  
Arranging for the company to attend relevant industry events and conferences.  
Reporting on activities towards targets to the company directors.  
Researching potential target industries and customers.  
Attending meetings with customers alongside sales consultants.  
Putting together a content marketing strategy for the company.  
Making sure the company is Search Engine Optimized to maximize inbound sales opportunities.

#### **Business Development Manager**

**July 2014 - February 2017**

**At Bravo Media WLL Location:** Manama, Bahrain

**Company Industry:** Advertising

**Job Role:** Marketing and PR

Analyzing the market, products and client's requirements

Conducting research on market competition and products as well as good understanding of field work

Sourcing new leads by using different sources, references or database

Demonstrate strong capability of analyzing clients existing portfolio

Conduct negotiation and advising clients on the products and services and on their needs or requests and close deals

Follow up with suppliers and contractors and make delivery on time.

Categories

Branding, Corporate Stationary, Marketing Collaterals, Brochure, Booklets, Annual Reports, Flyers/Pamphlets, Corporate Advertisements, Newsletters, Vouchers/Visiting & Greeting Cards, Calendars, Product Modeling, Architectural Modeling (Exterior & Interior), Exhibition Stands/Kiosk/VIP Trophies/Events, Screen Printing, Offset & Digital Printing, Exhibition Stands/Kiosk/Events, Roll Up Banner Stands, Fixed Banner Stand, Sign Boards, Vehicle Branding

#### **Senior Marketing Executive**

**May 2011 - April 2014**

**At Al Ayam Publishing Location:** Manama, Bahrain

**Company Industry:** Publishing

**Job Role:** Sales

Initiate and explore new business opportunities for Company

Grow existing customers & develop new business with them.

Fair understanding of pre-press, press and post-press operations,

Knowledge of paper types, ink, carbonless stock, and the offset printing process.

Assist the customer with solutions to job problems and ensure utmost customer satisfaction

Communicate to Production immediately, a problem that will affect the smooth running of the job

Developing relationships with customers while increasing Sales.

Good interpersonal skills with people at all levels

#### **Marketing Executive**

**July 2007 - April 2011**

**At Dar Akhbar Al Khaleej Printing & publishing. Location:** Manama, Bahrain

**Company Industry:** Publishing

**Job Role:** Sales

To meet pre allotted sales target.

Plan, arrange to visit customers to explore sales opportunity  
Identify customer's requirement, needs and suggest matching products.  
Liaise with technical staff to tap technical problems of the customer.  
Expand and develop customer base  
Plan and schedule project implementation and delivery  
Monitor and follow-up on outstanding payments.  
Collect market information on competitor's prices etc.  
Lead the whole process of tendering.

### **Marketing Executive**

**April 2002 - May 2007**

**At Al Futtiam Location:** Dubai, United Arab Emirates

**Company Industry:** Arts/Entertainment/and Media

**Job Role:** Marketing and PR

Bringing in inquiries for quotations, servicing the existing clients, following the jobs in progress, follow up of pending payments.

Ensuring the right quotes for new clients.

Arranging for the effective distribution of marketing materials;

Organizing and attending events and exhibitions;

Carrying out market research and customer surveys to assess demand, brand positioning and awareness;

Evaluating marketing campaigns;

Analyzing pricing positions;

Contributing to and developing long-term of marketing plans and strategies;

### **Media & Production Coordinator**

**February 1996 - December 2001**

**At Euro Village Compound, Al Suwaiket Location:** Dhahran, Saudi Arabia

**Company Industry:** Other

**Job Role:** Purchasing and Procurement

Identify and collate success stories, case studies, policy issues, researches and other relevant information.

Take lead role in publishing such information in the best form to yield maximum impact

Manage the supply chain management and process of distributing published material to targeted individuals.

Manage the printing and publication of all information, education and communication materials

Education

**Diploma, Advance Computer Applications**

**At Aptech Computer Education**

**Location:** Mumbai, India

**Grade:** 90 out of 100

Advanced Computer Applications, MS-Office, Tarsten, and Tally

April 2000

**High school or equivalent, Commerce**

**At T.B.College**

**Location:** Mumbai, India

**Grade:** 60 out of 100  
H.S.C (Maharashtra Board)  
April 1990  
**High school or equivalent, Commerce**

**At T.B. High School**  
**Location:** Mumbai, India  
**Grade:** 52 out of 100  
S.S.C (Maharashtra Board)  
April 1992

## Skills

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### Computer Skills

**Level:** Expert | **Experience:** More than 20 years | **Last Used:** 1 month or less

### Language Skills

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**English, Marathi, Hindi.**

**Level:** Expert | **Experience:** More than 10 years | **Last Used:** 1 month or less

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