

JILLIAN MARSHALL

PROFILE

GCC transplant with a working knowledge of the Khaleeji market, specifically in F&B as well as communications and digital strategy. Adept in running multi-national teams and promoting cross-cultural functionality. In-tune with cultural demands as well as ever-changing industry and labor laws. A preferred point-of-contact for all that have done business; a no-nonsense decision-maker that makes it happen.

CONTACT

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WORK EXPERIENCE

Chief Amazement Officer - COO
GO!Communications, Bahrain
2019–Present

This company is active in communications, digital media (videography, animations, photography & graphic design), social media, online advertising and marketing, PR, branding, and brand management:

I am responsible for:

- Establishing and implementing business strategies, plans and procedures.
- Hiring, development, and succession of all key personnel.
- Setting comprehensive goals for performance and growth for the company and its staff.
- Monitoring and analyzing market trends.
- Establishing policies promoting the company culture and the company vision.
- Overseeing daily operations and the work of executives (IT, Marketing, Sales, Finance etc.).
- Evaluating performance by analyzing and interpreting data and metrics.
- Participating in expansion activities (investments, acquisitions, corporate alliances etc.).
- Managing relationships with partners/vendors/clients.
- Managing agency traffic.
- Leading creative sessions, pitches, and creative processes.

Main Achievements:

- Evolving the business from a video-production agency (Go-Peep) to a full-on communications agency (GO!Communications).

Vice President
Mesk Holdings BSC (c), Bahrain
2015–2018

This company was a major restaurant holding company with over 10 different F&B concepts in various locations, two joint ventures with international partners, and one restaurant real-estate project:

I was responsible for:

- Managing a direct team of 10 and an indirect team of 200 including directing Human Resources, Marketing, Administration and Operations.
- Hiring, development, and succession of all key personnel.
- Selecting, purchasing, and implementing the company HR system.
- Decision making for all Marketing plans, budgets, and executing for all concepts.

COMPETENCIES

Operations Management

P&L Analysis

Strategic Planning

Contract Negotiations

Leadership

Relationship Building

Communication

Budgeting & Forecasting

Presentation/Public Speaking

Training/Development

Knowledge Transfer

Process Improvement

Change Management

Decision Making

ATL/BTL Marketing

Digital Strategy & Execution

Concept Creation

Bahrain 2012 Labor Law Adherence

Hiring/Termination

Coaching/Development/Disciplinary

F&B

- Liaising with foreign and domestic stakeholders in franchise acquisition; solely responsible for opening and ultimate operational success.
- Attending all board meetings as a front-line ambassador and defender of the P&L.

Main Achievements:

- Franchise acquisition, agreement adherence, dissolution (when required) front-runner. i.e. Smashburger
- Creating unique F&B brands from conception to fruition for the Bahraini market: Brownie Bear, Koushari Basha and Lucky Clucks.

General Manager

Kayan Holding Company, Kuwait

2011–2015

This company was a restaurant holding company for American franchises:

I was responsible for:

- Managing a team of 150 while overseeing the day-to-day operations at both the operational and corporate level.
- Hiring, development, and succession of all personnel.
- Working closely with Kuwait Small Projects (KSP) as their first franchise investment for the country.
- Monitoring the P&Ls and budget forecasting.
- Franchise acquisition, agreement adherence, dissolution (when required) front-runner. i.e. Smashburger, Rowdy Taco

Main Achievements:

- Reducing operational costs by 28% through process control, streamlining responsibilities and better supplier relationships.
- Increasing the business revenue by 61% through grass-roots marketing and targeted campaigns.

Knowledge Manager

Blue Cross Blue Shield, USA

2006–2010

This company was the number one insurance provider in the nation:

I was responsible for:

- Managing the enterprise training team with 7 direct reports.
- Leading and completing the enterprise-wide succession plan initiative for 12 operational areas.
- Creating and monitoring IDP KPIs for all roles in all lines of business.
- Developing SOP/COSO procedural documentation for four different operational areas.

- Designing, creating, implementing, and managing the company intranet.

Main Achievements:

- Writing 7 different phases of Customer Service Training curriculum including: manuals, exercise workbooks & facilitators guide covering all internal and external BCBS offerings.
- Designing 25 different eLearning courses for self-led training for all levels of staff.
- Successfully launching the company intranet.

Buyer

WalMart Stores, Inc., USA

2003–2006

This company was the number one retailer in the nation:

I was responsible for:

- Meeting with worldwide suppliers and working closely with the chosen category manager.
- Generating store-specific databases for retail categories based on continuous market-trend analysis.
- On-boarding WalMart Canada by training their category buyers in Market Basket.
- Market-Basket Budgeting & Forecasting with CPFR.
- Monitoring Vendor Scorecards for continuous development of 30/60/90-day action plans.

Main Achievements:

- Creating 2,000 store-specific modular settings and purchased relevant retail items.
- Developing and implementing an ongoing Retailainment event strategy in 1,600 stores.

EDUCATION

Master of Business Administration (M.B.A.)

June 2008

Webster University, St. Louis, MO – USA

Bachelor of Science in Business Administration (B.S.B.A.) -

Marketing

June 2004

Walton College of Business,
University of Arkansas, Fayetteville, AR – USA