

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 Retailtainment 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