

Susana Anthony

MARKETING AND DIGITAL COMMUNICATION STRATEGIST



GET IN TOUCH WITH ME



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AREA OF EXPERTISE

Product Positioning
Brand Strategy
Integrated Marketing
Social Media Management
Forecasting Budget
Content Management
Event Management
CRM
Visual- Story Telling
Copy Writing
Analysis & KPIs

REFERENCES

Mr, Philip Abranches
Operation Manager
Maf & Co.
pabranches@yahoo.com

Ms. Katrin Petzold
Operation Manager
Manama Total
katrin.petzold@manamatotal.com

PROFILE

Ambitious, Diligent, Motivated, Creative Achiever are few adjectives that describe me the best. Having over 8 years of experience working as a head in creative strategic & digital planning in numerous multidisciplinary organizations. I am well experienced in balancing right strategic and communication plan with brands, whether launching a new product to the market strategically or achieving its sales objectives - *Focus on the right message for the right people at the right time*- Having a vivid experience in numerous sector from FMCG to financial, retail, hospitality or hospital industry, having understanding of the core objective and implementing the right marketing & sales mix is important for the success of your brand.

As a *Marketing and Digital Communication Strategist*, I had the opportunity to work in different sectors with brands on ATL and BTL advertisement medium, it's important to develop a strong foundation for your brand/ product, whether it is defining your product/services, identifying your target market, or developing awareness: the key focus should primarily be to maintain consistency throughout, which in return will help build credibility among your target market audience.

ACHIVEMENTS AND HIGHLIGHTS

- **Maintain Brand Image and Sales**, steady growth & sales between Dec 2019- present with implementation of crisis management plan with constant image building online and E-commerce Management.
- **Successful launch**, multiple brands in across Bahrain.
- **Expansion to new territory**, launched brands across GCC successfully, new project in KSA.
- **Captured a 40% expansion** in new customer acquisition since August 2018.
- **Increase Revenue by 50%** from the time of recruitment.
- **Developed structured strategic planning** to increase brand recognition, including monthly promotions and programs in increased customer base.
- **Successful repositioning of brand**, Oversaw creation of new product packaging and identity for restaurant brands to cement a cohesive corporate identity and support new company direction.
- **Successfully launched FMCG product** in the market funded of 1 million. As key personnel involved in the project, I was responsible for the look and feel of the product, creating corporate identity and to strength/ sustain the brand loyalty.
- Brand Audit and Marketing Campaigns, proven track record of 50+ campaigns across GCC.
- Bahrain E-Government Award 2015, It was a privilege to be a part of a CSR initiative to help raise awareness of "planting." The idea involved developing a mobile application that helps the citizens of Bahrain to purchase/gift a tree, in addition the project involved finding a water solution for deserted areas. As the key personnel in the project I was involved in supervising the design and development for the framework of the application.

PROFESSIONAL EXPERIENCE

MARKETING & PUBLIC RELATION SPECIALIST

HAJI HASSAN GROUP/ AL AALI MALL

2021- Present

Overseeing the company's marketing campaigns both internally & externally and executing all marketing activities. To increase awareness and develop an enviable corporate image by developing and executing effective communication and media relations programs..

KEY RESPONSIBILITIES

- Al Aali Mall Brand Ambassador
- To develop marketing communications plan including strategy, goals, budget and tactics.
- To create, manage and update all marketing materials, websites, social media, press releases, employee newsletters, corporate and promotional events, corporate gifts and giveaways, etc.
- To develop relationships with the industry community.
- To create presentations, articles, reports, and information for websites, blogs, and social media accounts.
- To create and update annual calendars of events, targets, and activities organized.
- To consistently brainstorm and collaborate for new ideas and strategies.
- To actively market and promote the news and project development, property management and other activities.

EDUCATION

- 2016
Certification Time Management
Bahrain Institute of Banking
- 2016
Certification Sales & Marketing
Bahrain Institute of Banking & Finance, Bahrain
- 2016
Certification Negotiation and Selling Smarter Skills
Bahrain Institute of Banking & Finance, Bahrain
- 2008
Diploma /Human Resources
Institute of Chartered Management, Uk
- 2008
Certification /Public Relation
Institute of Chartered Management
- 2006-2008
Bachelor Degree
Commerce
Marketing & Human Resources
Delhi University

DIGITAL MANAGEMENT

- Design digital media campaigns aligned with business goals.
- Coordinate the creation of digital content (e.g. website, blogs, press releases).
- Manage end-to-end digital projects for the Mall.
- Establish our web presence to boost brand awareness.
- Suggest and implement direct marketing methods to increase profitability.
- Monitor ROI and KPIs.
- Stay up-to-date with digital media developments.

MARKETING AND COMMUNICATION

- Develop and deliver creative marketing and communication strategies, plans and approaches to help market and position Al Aali Mall- High Luxury Brand.
- Plan the marketing and communications strategies for specific areas for increasing the footfall in the Mall.
- Work with the communication, programme and senior management teams to put the strategy into practice. This includes design and develop creative communication and marketing products – presentations, briefings, etc. that will maximise “Al Aali Mall” message, support programme objectives and contribute to the research sector.
- Plan and implement direct marketing approaches including targeting, personalization of messages and measurability; data analysis, customer profiling and segmentation
- Develop a digital strategy in conjunction with the Mall Manager to develop a web strategy covering Al Aali Mall websites.
- Develop and oversee a strategic programme of activities and events for In-Mall activity.
- Ensure the brand meets expectations through monitoring marketing trends and shoppers feedback.

EVENT MANAGEMENT

- Brainstorming and implementing event plans and concepts.
- Handling budgeting and invoicing.
- Liaising and negotiating with vendors.
- Negotiating sponsorship deals.
- Managing branding and communication.
- Developing event feedback surveys.
- Obtaining permits.
- Handling post-event reports.

REGIONAL DIGITAL AND MARKETING SPECIALIST

2018-2021

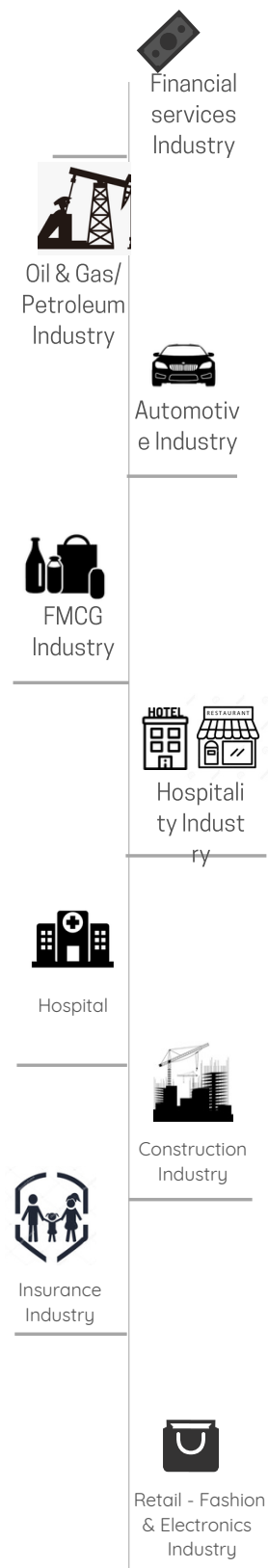
“One of the Prominent Restaurant Chains in BAHRAIN, KSA, QATAR, Annual turnover of over \$5 million”
GNJ Group S.P.C / 3 Lines Restaurant / Terminal Transit Burger /Shawarma Park/La Reine

As the Regional Digital & Marketing Specialist, the role involved supporting national and local marketing efforts in the GCC region. My job role was to develop a local marketing & digital strategy and work directly with the operation team in the assigned regions. Direct reporting to general manager and COO. **Further on**, I was hired to embrace and convey the brand voice and positioning across all assigned GCC markets via marketing in printed collateral, online and digital presence and local advertising to reflect the spirit, identity and intelligent humor of the brand.

DIGITAL & ECOMMERCE MANAGEMENT

- Develop and supervise all activities and plans for various ecommerce projects and coordinate with product development team to prepare an effective schedule for project and ensure compliance to same.
- Perform research on current benchmark trends and audience preferences.
- Creating frameworks that transform our social media sites into highly profitable platforms
- Analysing traffic to inform website maintenance and the effectiveness of marketing strategies
- Prepare Plans for ecommerce infrastructure, Set specific objectives and report on ROI.
- Generate, edit, publish, and share engaging content daily (e.g. original text, photos, videos and news)
- Monitor SEO and web traffic metrics.
- Collaborate with other teams, like sales, and customer service to ensure brand consistency.
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews.
- Oversee social media accounts’ design (e.g. Facebook timeline cover, profile pictures and blog layout) and follow up with external agencies.
- Suggest and implement new features to develop brand awareness, like promotions and competitions.

INDUSTRY SERVICED



MARKET ANALYSIS

- Market Analysis to be conducted to identify new opportunities and to analysis/understand competitor's strategies and plan across GCC.
- Collecting data on consumers, competitors and market place and consolidating information into actionable items, reports and presentations.
- Monitor and Forecast marketing and sales trend, Understand the pricing strategies of the competitor's brand/product and execute plan/new offers and packages accordingly for GCC.

MARKETING AND COMMUNICATION

- Direct the development and execution of marketing communications initiatives including brand launches across GCC, sales collateral, exhibitions campaigns, social site presence, company website, public relations, internal communication and corporate events.
- Build key relationships with local influencers, community partners and likeminded brands.
- Ensure new strategies & communication campaigns/programs are aimed at reaching sales targets.
- Manage brand delivery and consistency across all markets for all product lines.
- Determine projects which should be completed internally and externally. Manage relationships with outside vendors as necessary.
- Manage & Create contracts for negotiation and work with legal counsel.
- Generate, edit, publish, and share engaging content daily (e.g. original text, photos, videos and news).

BRANDING

- Creating a brand plan and brand strategy, ensuring all aspects of the product or companies marketing and activities are align with the ethos and goals of the brand.
- Translate brand strategies into brand plans, brand positioning and go-to-market strategies.
- Analyzing the brand and current strategy and highlighting areas of weaknesses or conflicting messages.
- Maintain the style for all internal and external communications material in support of a brand image. Manage the production print related materials.

GROUP MARKETING SPECIALIST

2016-2018

"One of the largest supplier in Bahrain with an annual turnover of over \$50million"

Ahmed Mansoor Al-A'aali B.S.C

As a marketing & communication specialist, I am solely responsible for handling the marketing and communication plan for the group, *which includes 7 divisions*. As the group is expanding and exploring new territories, I have also had the opportunity to be involved in the launch of FMCG product "myna" - The natural choice of Bahrain.

Direct reporting to the COO and Divisional Head

DIGITAL MANAGEMENT

- Develop and implement SEO and PPC strategies
- Create and manage link building strategies, content marketing strategies, and social media presences
- Innovate and present new marketing platforms and strategies
- Develop engaging online content including clickbait, forums, videos, graphics,; monitor and analyse content success
- Forecast marketing campaign growth and ROI for marketing campaigns
- Manage email and social media marketing campaigns
- Contact, interview, and hire third party graphic designers, web designers, and videographers to create unique and engaging content
- Use Google Analytics, Google AdWords, and other relevant sites
- Drive traffic to company pagesDevelop and manage projects and team members, including delegating tasks, reviewing team member work, adhering closely to deadlines and to budget, developing and revising ideas, and implementing projects
- Keep abreast of new social media sites, web technologies, and digital marketing trends; implement these new technologies in d

FINANCE

- Prepare cost effective marketing plan with budget annually for the Bahrain and GCC.
- Prepare Budget for maintaining internal and external communication and corporate gifts.

MARKETING AND DIGITAL COMMUNICATION STRATEGIST

PERSONAL EXPERTISE

Creative
Organized
Effective Communication
Critical Thinking
Time Management
Fast Learner
Flexible & Dependable
Problem Solving
Leadership
Team Player
Visionary
Passionate

TECHNICAL EXPERTISE

Microsoft Word
Microsoft Excel
Microsoft Power Point
Microsoft Outlook
Dropbox
We Transfer
Wordpress
Illustrator
Multimedia Presentation
HubSpot/Sprout Social

LANGUAGES

English
Hindi
Tamil

MARKETING AND COMMUNICATION

- Marketing Budget for strategic planning for marketing and communication plan inline with the product plan and group budget.
- See through all the communication plan are implemented and generate weekly updates and monthly reports for the activities presented to the COO
- Develop and execute a group marketing plan for assigned markets as an extension of national initiatives.
- Set the marketing strategy for all marketing activities ATL/BTL communication plan align with the marketing plan.
- Measure, evaluate and report on regional marketing initiatives.
- Maintain a group calendar including but not limited to: events, activations, collaborations and promotions.

ASSISTANT SALES AND MARKETING MANAGER

2012-2016

Auriga Ideas & Insights, La Bonn V, Stardust W.I.I and Fursa

DIGITAL & ECOMMERCE MANAGEMENT

- Analyze digital data to draw key recommendations around website optimization.
- Conduct social media audits to ensure best practices are being used.
- Maintain digital dashboard of several different accounts.
- Coordinate with sales team to create marketing campaigns.
- Prepare emails to send out to customers
- Monitor key online marketing metrics to track success
- Create and maintain online listings across e-commerce platforms
- Ensure that the brand message is consistent.

ACCOUNT MANAGEMENT

- Serve as the lead point of contact for all customer account management matters.
- Build and maintain strong, long-lasting client relationships .
- Negotiate contracts and close agreements to maximize profits.
- Develop trusted advisor relationships with key accounts and executive sponsors
- Ensure the timely and successful delivery of our solutions according to customer needs and objectives
- Clearly communicate the progress of monthly/quarterly initiatives for internal management.
- Develop new business with existing clients and/or identify areas of improvement to meet sales quotas
- Forecast and track key account metrics (e.g. quarterly sales results and annual forecasts)
- Prepare reports on account status.
- Collaborate with sales team to identify and grow opportunities within territory .
- Assist with challenging client requests or issue escalations as needed.

MARKETING

- Responsible for planning, development and implementation of the client's brands, Marketing & PR Strategies.
- Marketing communications, and Public Relations activities, both external and internal.
- Direct the market research and opportunity search to ensure an excellent level of service is provided to client's in terms of marketing, brand building, event management, websites, mobile applications, and more, from idea to development including brainstorming and guiding the design, all the way to the development and final implementation.
- Direct the efforts of the marketing, communications and public relations staff and coordinates at the strategic and tactical levels with the other functions of the organization.
- Coordinating venue management, caterers, stand designers, contractors and equipment hire.
- Developing and maintaining a strategic perspective based on marketplace and constituent needs and satisfaction.
- Proposing idea and concept to the client with the creative director.
- Manage marketing and communication campaigns by overseeing their implementation across various channels to ensure maximum the brand activation.