



SUNNY SHARMA

ABOUT ME

Enthusiastic Senior Marketing Professional with 15+ years of experience in Marketing, Advertising, Digital, Event Management, Sales Promotions and Corporate Communications.

Worked across a wide range of consumer electronic retail categories/travel and tourism/fashion/Fmcg/F&B/ Immigration/ Real Estate to build and develop an integrated marketing & communication solution and implement the programs across all touch points.

Key Functional Competencies: General Management (P&L) and Marketing Strategy (strategy, positioning, advertising, and promotions), Customer Development, Distribution Management & leading multiple agencies. Sound insight into consumer markets globally coupled with experience in building and leading large global and multi-country/cross-functional teams.

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Date of Birth: 26th September 1982

Location Preferred: UAE | GCC | SE Asia

Driving License: Valid UAE

WORK EXPERIENCE

HEAD OF MARKETING



Ace Luxury Group (Immigration & Real Estate Solutions)

(June 2023 - Present)

- Direct Reporting to GM/ COO in global operation covering UAE/ CANADA/ UK/ Pakistan Prepare a Marketing Plan and Budget and ensure its implementation.
- Create a strong brand image and presence (for e.g. liaising with organizations like professional associations, business associations, clubs, etc.)
- Ensure maintenance of electronic databases with Zoho CRM at the branch level for using the same as a marketing tool for business enhancement.
- Ensure timely submission of reports in proper formats as laid down by the management.
- Business Development: Provide support to the BD Team at HO to carry out research to initiate new avenues for business development including franchises.
- Responsible for providing all functional support to the local real estate/property division.
- In charge of a team of 8 executives reporting to me - and 2 external agencies

SENIOR MARKETING MANAGER



Vazir Group (Immigration Solutions)

Jun 2021 - Apr 2023 (1 year 11 months)

- Lead the development and execution of comprehensive marketing campaigns.
- Oversee content management and updates for customer and internal touchpoints.
- Establish budget guidelines for marketing activities.
- Participate in events to promote the company's services. Document business processes and provide sales support.
- Gather customer and market insights to inform outreach strategies. Increase customer conversions and generate qualified leads.
- Identify the effectiveness and impact of current marketing initiatives through tracking.
- Monitor international marketing procedures and analyze global trends.
- Analyze global trends to identify business opportunities.
- Promote the company's brand image to potential clients and business partners worldwide.
- Perform statistical analysis on the company's financial status.
- Conduct sales forecasting, and revenue analysis, and develop pricing strategies to meet international demands.
- Work closely with the marketing and public relations department.
- Release promotional techniques through press releases and enhance global media presence.

MARKETING MANAGER



Hot Brands International

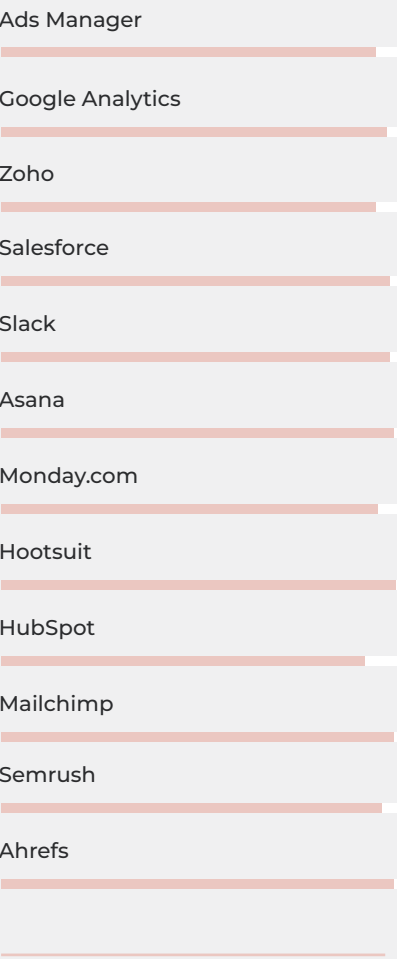
Mar 2017 - Jun 2021 (4 years 4 months)

- Direct Report to Regional Marketing Director & GROUP CEO planning the overall Retail marketing strategy (online & offline/pr/social) and managing the marketing budget for 3 high-end Supermarkets and 5 Fine dining multi-cuisine restaurants in UAE.
- Annual Marketing Initiatives (Content Planning + Effective Implementation) Researching demand for our products and services. Competitor Research.
- Working with Area Managers to develop product pricing strategies to maximize profits and market share while balancing customer satisfaction.
- Developing mall wide promotions.
- Understanding and developing budgets and finance, including expenditures, third party stakeholder research and development appropriations, return-on-investment and profit-loss projections.
- Developing and managing advertising campaigns. Building brand awareness and positioning. Supporting lead generation efforts. Coordinating marketing projects from start to finish.
- Organizing company conferences, trade shows, and major events. Overseeing social media marketing strategy and content marketing (CRM).
- Keep informed of developments in the fields of marketing, communications and public relations, not-for-profit management and governance of CSR initiatives.
- Marketing in charge of the overall F&B and FMCG division category with 5 executives and 2 agencies reporting to me.
- Brand listings can be viewed at www.hotbrandsinternational.com

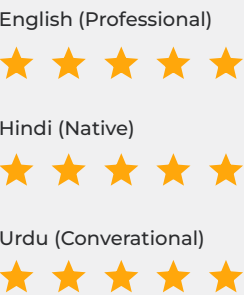
PROFESSIONAL SKILLS



SOFTWARE SKILLS



Languages



MARKETING MANAGER



Al-Futtaim
Dec 2015 - Feb 2017 (1 year 3 months)

- Plan the Retail marketing strategy and manage the marketing budget.
- Lead the preparation and implementation of the marketing calendar for the division (advertising, promotions, events, PR)
- Develop media plans and manage the communications with media agencies.
- Develop yearly marketing plans for the retail division.
- Ensure fulfilment of branding requirements in line with principal's requirements.
- Content management of websites and social media platforms.
- Monitoring of sales with Retail Management team on a daily basis for each store and location, compared to the budgeted sales.

SENIOR MARKETING EXECUTIVE



Al-Futtaim
Jun 2009 - Dec 2015 (6 years 7 months)

- RETAIL BRANDS MANAGED:** IKEA/MARKS&SPENCER/F&F/PLUGINS/AL FUTTAIM AUTO(honda/toyota)/ACE HARDWARE/Panasonic/Toshiba/Afron/many more...
- ARTWORK:** Briefing agency on the artwork, activities and requirements related to Seasonal/ promotional campaigns and releasing the adverts.
- MARKETING CALENDAR & MEDIA PLAN:** Planning the annual marketing calendar. Once approved to share with Brands & Agency. Budget allocation & Media planning.
- PROMOTION:** Tactical/ Thematic promotion to carry out as per the marketing calendar.
- FOCUS STORE PROMOTION:** Conducting focus store promotions to increase the footfall as and when required.
- REPORTS:** Submitting the weekly marketing reports to the management every Sunday
 - Competitive report
 - Advert ROI report
 - Social Media report
 - Updating Marketing expense / budgets.
 - MBR/QBR reports for marketing to be submitted to management.
 - FOC stock update report
 - MYSTERY SHOPPER: Monthly Report sharing with finance
- IMPLEMENTATION:** Implementing the marketing calendar & managing communication channel. Making sure all activities information is shared with respective departments. Negotiating with the Brands for marketing support/FOC products. New store/Renovated store brand artwork liaising with brands
- CUSTOMER ENGAGEMENT:** In Store activities to be conducted with Brand support to make store more exciting place for customers. 2 Activities per month.
- BRANDING INCOME:** Discussing & negotiating with brands for in store Spaces. Preparing checklist, Sending proposals, quotes, invoicing, Branding income follow ups etc.
- BRAND ADVERTS:** Coordinating with the brand for artwork/ advert release. Quote approval/invoicing to be done.
- ED PERMIT:** Obtaining ED permit and closing ED files with the Government department in time. Liaising with Al Futtaim corporate registration department for weekly/monthly promotional permits.
- QR CODE:** Usage of QR code for offers and activities.

SENIOR RESOLUTION SPECIALIST



Dell Technologies
Jan 2006 - Mar 2009 (3 years 3 months)

- Promoted to lead team of 25 employees in daily call center operations. Collaborate with Customer Care Manager to create strategic plans to enhance customer satisfaction. Provide employees with tools to maintain and increase service levels to both internal and external customers. Work closely with other departments to promote sales contests, clarify information, and distribute reports. Gather, analyze, and report daily/weekly/monthly call ratio and service statistics.
- Instrumental in improving customer-satisfaction ratings through suggestion, development, and implementation of new reporting procedures.
 - Increased employee knowledge by assisting with development and implementation of product- awareness program.
 - Enhanced employee performance and attendance through daily mentoring, one-on-one discussions and motivational strategies.

EXPERTISE

- Detail Oriented
- Customer Services Skills
- Intercultural Competence
- Adaptability
- Team Work
- Analysis Ability
- Decision Making
- Motivational Support

INTERESTS

- Swimming
- Travelling
- PC Games
- Reading
- Photography
- Cooking

EDUCATION

- Bachelor's in Fine Arts
PPN DEGREE COLLEGE (India)

SKILLS

- B2B Marketing Strategy
- B2B Marketing
- Team Person
- Project Coordination
- Marketing Communications
- Marketing Operations
- Digital Marketing
- Business Analysis
- Coaching
- Cross-functional Team Leadership

HONORS & AWARDS

- Certificate of Recognition for Outstanding Contributions
General Manager/ Operations Manager
Dec 2013
- Recognition of Exemplary Performance
General Manager/Operations Manager
Jul 2014