



DONIA JELLABI

Senior Marketing & Partnership Manager

jellabi.donia10@gmail.com

+971 52 88 59659

English , French, Arabic, Spanish

Dubai, UAE

PROFESSIONAL EXPERIENCE

2021- Ongoing | Senior Marketing & Partnership Manager - Veolia Environmental Services | Dubai,UAE

Responsibilities:

Leading the functions with:

- Partnerships, Full App Infrastructure, Product Pricing Strategy, Environmental Sustainability, Waste Recycling Strategist, CSR, Environmental Advocate, Push Notifications, MARCOM Strategy, Posting and Boosting Strategy.
- Mastermind in developing new partnerships and retaining current sponsors while conceiving and implementing innovative strategic marketing and communications plans that gained the company significant traction in the market averaging an increase of over 50% .
- Working with the Start up as a builder / accelerator/ entrepreneur/ innovator to digitize the waste management industry and becoming a Leader in ecological and digital transformation; supporting the building of circular economy in the UAE region with national and international industry key players to close the loop in the UAE.
- Working closely with EAD (Environmental Agency Abu Dhabi) campaign with over 80 schools and over 70,000 students on the ‘ Pile it Up Challenge’ to educate and encourage recycling efforts from September 2022 to May 2023.
- Partnering with EAD under the campaign mission to zero by implementing 10 Reverse vending machines across Abu Dhabi in 2023.
- Recycling Campaign with Dubai Municipality with reputed national schools educating over 5000 students about the importance of recycling and closing the loop in the UAE.
- Pioneer in developing and expanding the global project , **RECAPP by Veolia** ,the first of its kind in the world, started in the UAE.
- Evolving and implementing strategic marketing and communications plans that gained the company significant grip in the market averaging market share year-on-year.
- Devising strategic marketing campaigns to enhance brand salience and lead generation for business development; managed corporate communication, brand image building and product awareness campaigns to encourage recycling efforts in the UAE Region.
- Successfully working on **gorecapp.com full content, conceptualisation and product pricing and listing , complete Blogs and articles** with extreme precision and attention to details.
- Supporting drafting the Press Release articles for the new partners.
- Working closely with the Veolia BSP & innovation team in HQ to develop avant-garde recycling solutions worldwide locally and in other Veolia Business units.
- Staying up to date with current emerging technologies and building deep sector expertise to manage engagements across accounts within chosen industry.
- Focus client on value-generating initiatives to accelerate the pace of change by conducting over 35 recycling awareness sessions for schools and partners; identify metrics to monitor and analyze performance against corporate goals.
- Manage and advance relationships with clients beyond immediate engagement needs and serve as a trusted advisor.
- Anticipate challenges to strategy implementation and proactively plan to mitigate risks.
- Leverage industry trends to advise clients on how to create sustainable sources of advantage and differentiate their value proposition for future business growth.
- Ability to lead the analysis of organizational problems, direct implementation for prescribed solutions, and manage client's expectations on the impact of recommended changes.
- Set up an incentive scheme with more than 20 partners to encourage recycling efforts.
- Established effective partnerships with major governmental organizations such as **Dubai Municipality , Tadweer , Mubadala , Environment Agency Abu Dhabi , MOCCA (Ministry of Climate Change and Environment), Dubai Tourism, Ministry of Education , Ministry of Economy ,Dubai Executive council and major Development corporations (Emaar, Nakheel, Meraas, Dubai Holdings, Dubai Properties, Aldar, Provis, and other facility management companies).**
- **Lead member of Cohort 6 year 2023 that resulted in shortlisting RECAPP; by Emirates Airlines Group and Dnata innovation Hub Intelak Accelerator program** as the Best Sustainability Innovation project.
- Conducted sales that generated business profits over **AED 10 Million** to several major global corporate clients such as **Emirates Airlines , Agthia Group, Coca Cola, Pepsico, Frieslandcampina, Carrefour, Spinneys , Total Energies, Mars , GMG group, Nestle middle east, AllDay supermarket, Electra, EGA, Environment Agency Abu Dhabi,Hotpack, Borouge and Masdar City, Landmark and others.**

2017 | Head of Marketing | Pure Digital |Dubai, UAE

Responsibilities:

- Promoting multiple FMCG brands in UAE and GCC and developing digital operations management, service development, distribution channel management, marketing communications, including advertising and promotions, pricing, market research, and customer service.
- Steering communication across multiple media including sales collateral, presentations, direct/email, website, social media, events/tradeshows, video, podcasts, success stories.
- Establishing strategies & best practice standards in product marketing, processes, agency management and creative teams to deliver integrated marketing strategies that drove increased sales.
- Conceptualized & implemented marketing strategies right from ideation, campaign, communication, business planning & projection, execution, post execution reports and tracking the progress.
- Established customized marketing strategies in tune with the corporate strategies, thereby achieving business targets & revenues.
- Created compelling and engaging marketing support material so as to enhance sell-in and pull-through of products and promotions; ensuring that the positioning effort is unique, meaningful to consumers, and durable over time.
- Developed sales management, service development, distribution channel management, marketing communications, including advertising and promotions, pricing, market research, and customer service.
- Analyzed keywords and Google analytics, conducted competitive analysis to identify improvements as well as increase visibility and overall rankings.
- Successfully increased overall keyword rankings on average by implementing quality content marketing and offsite white hat SEO marketing.
- Evolving and implementing strategic marketing and communications plans that gained the company significant grip in the market averaging market share year-on-year.

2015 | Airfreight & Aerospace Product Manager | Kuehne + Nagel International AG, DWC | Dubai,UAE

- **Successfully:**
- Implemented first global E-commerce, digital platform 'KNFreightnet' a revolutionized service tailored to the customer needs to ship (Import or Export) online to facilitate shipping activities for key major clients within UAE and GCC region (Qatar, Bahrain KSA,Oman).
- Delivered and showcased excellence in managing Apple Global Business Account freight operations, several verticals of the **leading Luxury, fashion, FMCG & global Electronics Retailers across UAE & GCC worth over USD 10 Millions.**
- Kuehne-Nagel ERP Management systems to monitor Airfreight Business performance & Growth (CRM Microsoft dynamics, SCM acquired by Oracle, Oracle Bronto, Pardot & Hubspot/ Marketo).

2012 | Brand Manager | Ahmed Seddiqi & Sons | Dubai, UAE

Successfully launched:

- Dubai Watch Week First Launch event in collaboration with Grand Prix d'Horlogerie de Genève (GPHG) to showcase unique timepieces, to name few, Bovet, Cabestan, De Bethune, Greubel Forsay, Harry Winston and Richard Mille in DIFC in Year 2014.
- Hublot-Ferrari Exclusive VIP event Launch in Le Meridien Dubai Marina Year 2013.
- Tag Heuer Exclusive Press event with the presence of H.H Princess Ameerah al-Taweel of Saudi Arabia in Westin Hotel Dubai Marina Year 2012.

2010 – 11 | Aerospace & Automotive Products Manager | EP Technology| Tunis, Tunisia

EDUCATION

- National Degree in Industrial Computer Science – Embedded Systems - Tunis El Manar University, Tunis
- Ongoing: Master of Business Administration - York St John University, UK

CERTIFICATION & TRAINING

2024: Certificate of appreciation from the Emirates School Establishment & Ministry of Education

2024: Certified Professional TV & Media presenter from Focus Academy - Expert level

2023: Certificate of appreciation from the Environment Agency Abu Dhabi - Pile it up Challenge Phase 2

2023: IELTS

2023: The essentials certificate certified by Veolia Group

2023: Life saving rules by Veolia Group

2022:Protection and preservation of the environment and biodiversity certified by Veolia Group

2022:Global Group Compliance certified by Veolia Group

Christian Dior Certified Ambassador

Frédérique Constant Genève Ambassador Golden Level Awards 2014

Breitling Certified Ambassador 2014

2022:Certificate of appreciation from the Environment Agency Abu Dhabi - Pile it up Challenge Phase 1

2022: Lead member for UAE Sustainability and innovation award 2022

2022: Dubai Secondary School Certificate of Appreciation

2022: Gems Legacy School Certificate of Appreciation

2022: Al Mawakeb Certificate of Appreciation

2022: Ahmed bin Rashed Al Maktoum School certificate of Appreciation

2022: Lead member for Gulf sustainability award 2022

2022: Honorary recognition for leading the recycling awareness campaign for Dubai Municipality schools

2021: Lead member for UAE Prime awards 2021

Frédérique Constant Genève Ambassador Award in 2013

Ahmed Seddiqi & Sons Star Award for Exceptional Performance during in 2012 & 2013