

CURRICULUM VITAE

Cecilia K Lawrence

EXPERIENTIAL MARKETEER | ADVERTISING | BRANDING | MARKETING

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Nationality: Indian citizen | Date of Birth: 9 March, 1977



CAREER OBJECTIVE

Aim is to obtain a suitable **Marketing and Experiential Role** where I can contribute in **building brands, businesses, marketing promotions, events and brand activation programs**. I believe I've got what it takes (**aptitude, attitude and ambition**) to contribute towards the growth of the organization and that complements my passion to be in this industry, meet great people, execute great campaigns for brands and possess proven record of achieving the planned goals and budgets each Financial Year.

Overall **23+ years** of international and regional work experience combined in **Hospitality, Advertising and Experiential Marketing**. During this career span, the first two years 1995-1997 was in Bangalore and thereafter I've been in Dubai for 15 years from 1997 to 2011 and currently since 2011, I've been based in Bangalore and currently with **MCI group** (www.mci-group.com) as **Associate Director – Meetings & Events**, servicing a varied range of key accounts with the combination of superb organizational skills, effective communication skills and exemplary relationship building skills.

CORE COMPETENCIES

- Drive, Lead, Manage, Deliver and Oversee the Experiential Business, with significant experience in delivering large and complex projects.
- Highly strategic, creative, process driven, systematic and controlled with high level of accuracy in dealing with online and offline projects from conception to completion.
- Strong leadership qualities, with a combination of strategic and creative mind and focus to achieve financial goals contributing to developing new business opportunities.
- Deliver Profitable Experiential Business Solutions and Achieve Strategic Goals
- Track record and proven skills in leading and managing multi-disciplinary teams to work in sync with the corporate set parameters & motivating them for achieving business and individual goals.
- Effective communication skills with the ability to motivate, lead and direct others in task-driven areas, good understanding of the workflow of advertising and experiential agency. Ability to develop positive relationships among internal and external stakeholders, peers and senior management.
- Ability to deal confidently, manage, direct and coordinate with a wide range of people at differing levels of authority within the agency and client side.
- Responsible for the organizations' Reach, Resources and the Optimization of Business Processes, as well as the Creation of Synergies between Cross-Functional teams.
- Superb time management skills, understand requirements, swiftly gain overview of situations and prioritize activities and deliver beyond expectations.
- Proficient and well versed in Excel, Word, PowerPoint and Outlook.

SPECIALITIES

Client Relationship Management | Project Management | Experiential Marketing | Advertising | Integrated Marketing | Strategy & Business Development | Creative Ideation & Direction | Brand Management | MICE | Resource Management | Vendor Management | Artist Management.

AWARD

- **Nomination** for the Employee of the Quarter-Jan-Mar'14: by **Showtime Events (India) Pvt. Ltd**
- Awarded the '**Lenovo WOW Award**' for **Best Client Service Manager** and also won the '**Lenovo WOW Agency of the Year**' Award – May 2013 with George P Johnson: by **Lenovo India**.

CAREER PROFILE

- **MCI GETS INDIA PVT LTD: 8 JANUARY 2018 – 10 DECEMBER 2020 | CLIENT RELATIONS**
 - ASSOCIATE DIRECTOR – MEETINGS & EVENTS
- **CAB EXPERIENCES: 3 APRIL 2017 – 21 DECEMBER 2017 DATE | CLIENT RELATIONS**
 - CLIENT RELATIONS HEAD – EXPERIENTIAL SOUTH
- **DDB MUDRAMAX 22 AUGUST 2016 – 15 MARCH 2017 | GENERAL MANAGER**
 - GENERAL MANAGER – EXPERIENTIAL SOUTH
- **SHOWTIME EVENTS (INDIA) PVT LTD 6 JANUARY 2014 - 3 AUGUST 2016 | CLIENT RELATIONS**
 - ASSOCIATE ACCOUNT DIRECTOR – CLIENT RELATIONS
- **GEORGE P JOHNSON 3 SEPTEMBER 2012 TILL 3 JANUARY 2014 | CLIENT RELATIONS**
 - KEY ACCOUNT MANAGER – EVENTS/EXPERIENCE MARKETING
- **ZED COMMUNICATIONS 20 JUNE 2010 TO 8 DEC 2011 | GROUP TRAFFIC MANAGER**
 - GROUP TRAFFIC MANAGER
- **IMPACT PROXIMITY DEC 2004 TO MAR 2010 – (Various Roles listed below)**
 - Impact Proximity Mar 2009 TO Mar 2010 - SENIOR ACCOUNT EXECUTIVE
 - Impact Proximity Nov 2006 TO Mar 2009 - TRAFFIC/ PROJECT MANAGER
 - Impact BBDO Dec 2004 TO Nov 2006 - TRAFFIC CO-ORDINATOR
- **AL AZHAR FZCO - JAFZA AS OF DECEMBER 28TH 2003 DECEMBER 2004**
 - Office Manager (Core Administration + Marketing + Accounts responsibilities)
- **WUNDERMAN, DUBAI | 15 DECEMBER 2002 – DECEMBER 2003 | EXECUTIVE ASSISTANT & TRAFFIC**
 - Information Officer MENA/ TRAFFIC Co-ordinator role
- **FORTUNE PROMOSEVEN, DUBAI - 10 JANUARY 2001 - DECEMBER 2002 | CLIENT SERVICE**
 - April 2001 transferred to Client Service Department
 - January 10, 2001 PA to COO – Promoseven Network Inc.
- **JEBEL ALI HOTEL & GOLF RESORT, DUBAI (23 SEPTEMBER 1997 - 5 JANUARY 2001)**
 - Club Administrator of the Jebel Ali Shooting Club
- **J T. MOBILES LTD, (23 MARCH 1996 - 5 SEPTEMBER 1997) NOW KNOWN AS ‘ AIRTEL’- BHARATHI TELECOM)**
 - Worked as PA to the Assistant Vice-President Customer Care
- **HOTEL WINDSOR MANOR SHERATON & TOWERS, (9 OCTOBER 1995 TO 20 MARCH 1996)**
 - Business Centre Executive Assistant.

EDUCATION & OTHER INTERESTS

- **ACADEMIC QUALIFICATIONS**
 - **Degree: (Mass Communication & Journalism) – April 2010**
Manipal University - Sikkim Board - (C/o Al Hikmah - Wisdom Institute of Education – Dubai)
 - **Secondary: (Pre-University) - 1995**
Mount Carmel College, Bangalore – Karnataka
 - **I.C.S.E. (Indian Certificate of Secondary Education Examination): - 1993**
St. Charles High School – Bangalore – Karnataka



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