

# PRIYA DAVE

BRAND ACCOUNT MANAGEMENT AND MARKETING  
CAMPAIGN'S CREATIVE FACES TO WATCH 2023



+971 52 652 3886



[priyadave1@hotmail.com](mailto:priyadave1@hotmail.com)



Dubai, UAE



<https://www.linkedin.com/in/priyadave16/>

## WORK EXPERIENCE

### SENIOR ACCOUNT MANAGER | FREEDM (JUNE 2021-PRESENT)

**Key accounts:** Dubai Airports, Wasl Group, Dilmah Tea, SanDisk, Jumeirah Golf Estates, together, DANS

- Managing social media and digital communications for prominent clients in the tourism and real estate sectors in Dubai, including Dubai Airports and Wasl Group, by implementing a comprehensive overhaul and aligning their strategies with their business objectives.
- Took on the role of an acting account director during the first three months of winning the mandate to mobilise the team.
- Client service lead across accounts to successfully curated engaging content and implement strategic campaigns to enhance brand visibility and engagement.
- Driving the ideation and execution of compelling campaigns and targeted series.
- Implemented effective community management strategies and streamlined crisis management processes, ensuring prompt and efficient responses to challenges and maintaining a positive brand image.
- Spearheaded the entire account lifecycle for numerous emerging brands, overseeing their branding projects from inception to completion.
- Producing detailed and captivating monthly reports that showcase achievements and insights.
- Monitoring and managing the scope of work and budgets across accounts.

### SOCIAL MEDIA EXECUTIVE | RAPP (MARCH 2021-MAY 2021)

**Key accounts:** Upfield - Flora Plant, Rama, Upfield Professional

- Led the successful launch of three prominent brands in the Middle Eastern region, spearheading the establishment of their social media channels and orchestrating comprehensive campaign management to drive brand recognition and engagement.
- Developed and maintained a strong working relationship with a paid media agency, effectively coordinating efforts to actively boost post reach and maximize the impact of social media campaigns.
- Implemented impactful influencer collaborations and activations, strategically targeting the UAE and KSA markets to promote veganism and drive awareness among the target audience.

### COMMUNITY MANAGER | MERKLE (JUL 2020-MARCH 2021)

**Key accounts:** Visit Saudi, MetLife

- Campaign Manager on the Saudi Tourism International Brand relaunch campaign (2021), running across 28 countries in 15 different languages.
- Training the team (35+ international collaborators) on the workings of the account.
- Establishing day-to-day processes and reporting protocols for social care.
- Social care and community management across all socials for Visit Saudi.
- Social listening using Sprout and Brandwatch.

### MARKETING INTERN | PHD (FEB 2020-APRIL 2020)

### SOCIAL MEDIA INTERN | MAJID AL FUTTAIM (JUNE 2019-AUGUST 2019)

### JUNIOR SOCIAL MEDIA ASSISTANT | ITP MEDIA GROUP (JUNE 2018-SEPT 2018)

## SKILLS

Social Media Management | Client Servicing | Community Management | Social Listening |  
Project Management | Event Coverage | Reporting

## EDUCATION

**2016-2020**

**University of Wollongong in Dubai**

Bachelor's of Commerce - Marketing  
GPA 4.0