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| **Beverley Beattie**  **head of Marketing**   |  |  | | --- | --- | |  | Icon  Description automatically generatedIcon  Description automatically generated Dubai, United Arab Emirates + 971 58 534 2707  **Icon  Description automatically generated** [bev.beattie@hotmail.com](mailto:bev.beattie@hotmail.com)  **Icon  Description automatically generated** [www.linkedin.com/in/bevbeattie/](http://www.linkedin.com/in/bevbeattie/) | |  |

**Personal Profile**

A versatile and accomplished Marketing professional with over 20 years' experience in the areas of strategic marketing planning, managing and developing teams to deliver challenging KPI's, and budgeting & forecasting. A skilled negotiator with the ability to work under pressure in fast-paced, time sensitive environments. Respected by peers and colleagues as a strong team-orientated professional with excellent communications capabilities and the ability to build strong business relationships with internal and external stakeholders.

**Career Experience**

Head of Marketing, **Smart Education** ***Dubai* June 2019 to Dec 2021**  
Smart Education is an international educational publisher specialising in US K-12 and English Language Teaching (ELT) programmes. Overall responsibility for marketing Smart Education, Alpha Publishing and Edu Lighthouse brands to a global marketplace.

**Key Achievements:**

* Redesigned Alpha Publishing and Smart Education websites.
* Designed and project managed website build for Edu Lighthouse brand.
* Created a targeted CRM for client and prospect data.
* Developed a series of industry webinars for brand awareness and lead development.
* Worked with the Business Development team and external partners to develop marketing strategies of international markets, including, LATAM, Asia and MENA.
* In partnership with an external supplier created the launch campaign for a new AI educational platform.
* Implemented and managed monthly company meetings to improve internal communication.
* Managed external event exhibition and sponsorship activity.

Marketing Manager, **The Economist Events** ***Dubai***  **November 2017 to June 2019**

The Economist Events hosts over 80 global events annually on topics that convene world-class thought leaders on a range of strategic issues. Responsible for successfully planning, organising and running event marketing campaigns in the UAE.  
  
**Key Achievements:**

* Managed event marketing campaigns for key client customised events, working with government entities and international brands.
* Recruited and managed event telesales team within Dubai office, setting targets and overseeing all activity.
* Worked with external suppliers and event partners to ensure the best partnership for each event campaign.

Freelance Marketing Consultant, Desert River *Dubai*  **March 2015 to November 2017** Desert River provides furniture and lighting for sale and rental across the Middle East. Had overall responsibly for the marketing of the rental, sales and e-commerce businesses.

**Key Achievements:**

* Negotiated and managed partnerships with 3rd party e-commerce sites, includes Souq.com, Mumzworld and Noon.com.
* Set up and managed social media platforms and newsletter campaigns.
* Planned and managed the design and build of a new e-commerce website, rental and business sales websites.
* Liaised with international brands marketing teams to co-ordinate brand promotions within Middle East.

**Freelance Marketing Consultant, Restrata, *Dubai*** **November 2015 - June 2016**

Previously part of Olive Group, Restrata provide global security technology solutions. This initial freelance consulting project involved working with the Restrata senior management team to produce a corporate presentation and company website to promote the newly merged Restrata and Stirling Group businesses.

**Key Achievements:**

* Carried out extensive research into the current sites, and industry best practice to produce a recommended sitemap for the new website.
* Worked with 3rd party suppliers to produce presentation and final website.
* Assisted with overall planning of merger collateral across international offices.
* Assisted with the planning and attendance at global industry events.

Global Marketing Manager, **Olive Group, *Dubai*  October 2011 to March 2015**

Olive Group (now part of Constellis) is a leading provider of innovative safety, security and technology solutions. Working at Corporate level had the overall responsibly for planning, implementing and measuring the global marketing strategy across all businesses; including Restrata, Stirling Group and Olive Group.

**Key Achievements:**

* Developed and launched the corporate websites for each brand and managed updates in-line with overall business vision and strategy.
* Co-ordinated the launch of the Restrata business, including the brand development, website build, internal communication to all regional offices and the external communication plan to key clients and prospects.
* Planned and executed joint promotion activity with Restrata business and its technology partners.
* Managed the Group marketing budget, with monthly reporting to Head of Finance.
* Co-ordinated and managed of corporate charity programme and CSR events.
* Planned and co-ordinated global event activity in order to build the brand in-line with overall company strategy.
* Managed the relationships with all external suppliers and freelance consultants, ensuring they meet SLA standards.
* Planned monthly internal communications for Restrata business.
* Co-ordinated and responded to all requests for press content, working with the business unit heads regarding press updates.
* Monitored and maintained all company collateral ensuring brand guidelines were followed throughout.
* Planned and implemented internal and external communication plans for recent company acquisitions.
* Overall management of each business marketing team, reporting campaign activity to group management.

Head of Event Marketing, **MEED Media FZ Ltd, *Dubai*  October 2007 to June 2011**

MEED Media FZ Ltd is part of Emap Ltd., a Business-To-Business Multiplatform Media Group, Accountable for recruitment, performance appraisal, training & development, event management, supplier management and PR.

**Key Achievements:**

* Developed a team-based work environment supporting continuous learning & growth and ensured development of employees.
* Encouraged and motivated the employees through team building exercises and buddy systems.
* Nurtured relationships with PR agencies in the region and solely accountable for in Qatar, Kuwait and KSA.
* As part of the senior management team, worked on event budgets and pricing strategies to ensure profit oriented business.
* Managed P & L accounts for individual events on a monthly basis with the finance team.
* Ensured alignment of MEED events portfolio with the overall MEED brand strategy.
* Liaised with publishing and online marketers, running monthly meetings with all marketing teams.
* Ensured effective cost control through negotiation of services & prices with vendors.
* Closely worked with the product validation team and analysed the most suitable approach to introduce the product into the market.
* Managed in-house designer.
* Monitored Award Division marketing and acted as a sounding board during brainstorming and activity management.
* Overall management of the Head of Telesales and Customer Services and assisted in resource management.

**Informa Group, *Dubai,* *UK, Hong Kong, and Singapore* October 1999 - October 2007**

A variety of marketing roles within Informa, a specialist service provider in Academic, Professional and Commercial Events and Training Sectors and Publishing. Roles included:

Senior Marketing Manager, **Informa Events ME, *Dubai***  **November 2006 to October 2007**

* Developed strategic marketing plans to ensuring maximum returns for allocated events.
* Analysed and evaluated past events and devised measures towards optimising event success.
* Worked with event producers and generated high quality marketing material suitable for all markets.
* Accountable for key account & telesales management.

Senior Marketing Manager, **Informa Professional** ***UK***  **April 2005 to November 2006**

**Far East Marketing Manager, Informa Professional** ***Hong Kong & Singapore***  **November 2003 to April 2005**

Marketing Manager**, Informa Professional** ***UK* April 2002 to November 2003**

Senior Marketing Executive**, Informa Professional *UK***  **October 1999 to April 2002**

**Early Career Roles**

Customer Service Advisor, **Yorkshire Electricity** ***UK***  **October 1998 to October 1999**

Administrative Sales & Advertising Assistant, **Nottingham Post Group** ***UK*** **October 1997 to September 1998**

**Skills**

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| **Professional:**  Internet Operations: Social Media: MS Office Applications  Negotiations  Promotions & PR  Partnership Management  Strategic Marketing  Budget Management  **Personal:**  Verbal, Written and Presentational Communications  Building Relationships  Team Building  Organizational skills  Developing people |  |

**Education & Qualifications**

**Online Marketing**, The Shaw Academy **Completed 2008**

**Bachelor’s degree in Product Design, Innovation and Marketing GPA: 2:1** **September 1994 – June 1997**

**University of Derby, Derby, UK**