

Irum Durrani

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Profile

- Meticulous, result-oriented Marketing and Communications Specialist with more than 8 years experience in managing multiple tasks and meeting deadlines.
 - Innovative and self directed individual with strong interpersonal skills.
 - Customer focused individual with a reputation for service satisfaction.
 - Proven ability to quickly learn and utilise new methods, systems and procedures.
 - Highly motivated, energetic, positive team player with a “Can do” attitude.
 - Technically proficient in Microsoft Office, QUARK, Pagemaker, Adobe Photo shop, Dreamweaver, Tridion – (content management system).
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Education:

Gujarat University Ahmedabad, Gujarat - India
MASTER OF ARTS, 1997-99
Concentration:- English Literature

Professional Qualification

1. Post Graduate Diploma in Journalism & Public Relations
 2. Diploma of Creative writing – English
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Objective:

To obtain a challenging position which gives me opportunity to learn new things, where I can contribute my time, energy and experience in productive manner and be part of the growth and success of company.

List of companies worked with:

Bohemia Crystals:

Marketing Manager – May 2010 – April 2011
(Reporting to the Chairman)

Nakheel PJSC:

Marketing and Communications Manager - July 2008 – June 2009
(Reporting to the General Manager)

Emirates Group IT – Mercator

Sales and Communications Coordinator - August 2005 – July 2008
(Reporting to the Product Communications Manager)

Emirates Airlines – Skywards

Skywards specialist - December 2003 - August 2005
(Reporting to the Customer Service Supervisor)

Expo Centre –Sharjah

Media Relation Executive - August 2002 - November 2003
(Reporting to the General Manager)

Khaleej Times

News Coordinator -Khaleejtimes.com – Website - December 2000 - November 2001

(Reporting to the Editor in chief)

The Times of India

Content Executive - Indiatimes.com - Times city - March 1999 - November 2000

(Reporting to the Editor in Chief)

Professional Experience

Bohemia Crystals:

Marketing Manager – May 2010 – Present

(Reporting to the Chairman)

- Direct Bohemia Crystals overall marketing and strategic planning programs, and corporate communications. Facilitate client development through marketing and client services programs.
- Design, implement, and facilitate annual marketing plan for Bohemia Crystals. Support and facilitate development and implementation of section business/marketing plans.
- Plan and administer the Bohemia Crystals Marketing Operations budget; support development of regional marketing budgets.
- Develop and administer marketing database which includes client and prospect information, mailing list applications, access to financial reports, etc.
- Oversee firm's electronic marketing efforts including supervision of website design and maintenance.
- Design and plan quarterly marketing training seminars for staff.
- Supervise Marketing Assistant, Client Services Administrator, Communications Manager, Practice Development Manager and Regional Sales Manager(s). Make staffing and hiring decisions with in marketing department.
- Oversee corporate communications activities through Communications Coordinator including:
 1. external communications and systems
 2. internal communications and systems
 3. public relations efforts
 4. external vendors and consultants

Nakheel PJSC:

Marketing and Communications Manager - July 2008 – June 2009

(Reporting to the General Manager)

Marketing and communications planning

- Develop and implement the community specific annual marketing and communications plan.
- Responsible for internal and external communication of the company through the production of newsletters, web portal updates, e-marketing campaigns and other communication tools.
- Liaise with agencies for the production of newsletters, leaflets, collaterals, banners and all marketing materials.
- Ensure correct branding in all the marketing materials, collaterals and on the website all the time.
- Prepare corporate reports and presentations.
- Evaluate the success of communication tools and strategies and provide feedback and suggestions for improvement.
- Monitor internal and external feedback regarding implemented communications.
- Co ordinate and undertake community surveys.

Website management

- Proof read and quality check the content before publishing on the website.

- Ensure timely updates and appropriate branding on website. Together with web development team develop and enhance the appeal of the website.
- Maintain the database and ensure that all the content is in-line with user requirements.
- Create, contribute and monitor the discussion forum. Promote events through the event website.
- Prepare and distribute event invitations and weekly updates to all the customers through email newsletters.

Events

- Plan, organise and co ordinate Nakheel's new community launch and events.
- Correspond in a professional manner with high-level speakers after confirmation of their participation at an event and coordinate their travel & accommodation arrangements, obtaining their course materials and their audio-visual and payment requirements.
- Liaise with hotels on room set-up, food & beverage requirements and audio-visual equipment.
- Liaise with audio-visual suppliers for equipment (stage, microphones, sound system, laptops) and technical support.
- Source suppliers for event needs at new event locations.
- Collate speaker presentation materials for printing of course manuals or for website.
- Organise site visits, tours, cocktail receptions, gala dinners and source suppliers entertainment during the events accordingly.
- Preparation of materials to be used during the event (print badges, lists, delegate packs, certificates).
- Maintain budgets set by the management and prepare final costs for each event.
- Adhering to the duties and deadlines as set out by the event checklist
- Plan and organise revenue generating activities and events in the community.

Administration

- Arrange shipments to the destination of event and reversal of the items after the event
- Liaise with finance department to ensure timely payments to the suppliers.
- Update the inventory list for marketing stocks and corporate giveaways.
- Recruit contractual staff for the event.
- Ensure the proper display of the brand and brochures as per the corporate standards.

Emirates Group IT – Mercator

Sales and Communications Coordinator - August 2005 – July 2008

(Reporting to Product Communications Manager)

WEB DEVELOPMENT

- Crafted content for website and customer portal.
- Ensured that web content is current and on brand, reflecting a consistent and engaging look and feel.
- Worked with Product Communications manager, web team and agencies to enhance and develop sites, optimising audience appeal.
- Evaluated current websites on an ongoing basis, to recommend improvements and enhancements, and to implement appropriately.
- Assisted external customer in regards to web portal and provide them access to the portal.
- Maintained the login list for internal and external users.

PRESS RELATIONS

- Drafted press releases as required on latest contract wins, products launches, implementations etc.
- Managed photography requirements for each press release.
- Assisted with the creation of copy for external and internal newsletters. To source all images for inclusion within these newsletters.

ADVERTISING AND MEDIA PLANNING

- Supported the Product Communications manager to improve the quality of media planning and buying in all markets throughout the network by scrutinising the plans and schedules, ensuring they are within budget and optimising reach, frequency and effectiveness. Ensure that media post analysis is conducted by the media buying agency.
- Ensured that briefs are submitted for creative requirement to agency and Corporate Communications and the output is developed to a high caliber and is consistent with standards. To ensure Visual Standards Guides are kept up to date.
- Scrutinised, process and reconcile media plans, schedules and invoices respectively, ensuring they are within budget and optimise reach, frequency and effectiveness.

COMMUNICATIONS PLANNING AND MARKET RESEARCH

- Assisted in the development of the annual marketing communications plan and budget for the Mercator brand.
- Worked together with product communications manager to complete the market research for different regions on quarterly basis.
- Maintain the list of competitors.

AGENCY RELATIONS

- Maintain high level of professionalism when working with agency personnel to continue building rapport and developing strong working relationships.

EVENTS

- Independently planned, scheduled, organised and executed Emirates Group IT - Mercator conferences and events, from commencement to conclusion, beginning from the quotation stage, inspecting sites and to overseeing the operation of the event, to ensure the smooth running of the event.
- Supervising and ensuring the effective utilisation of project management and operational processes applied, to maintain quality service levels and recommend process enhancements to the Product Communications Manager.
- Participated in trade shows locally and internationally and to promote the commercial interests of the company through networking with industry professionals.

MERCHANDISE

- Planned, manage, organize and control promotional items.
- Researched, recommend and merchandise new products.
- Kept a reconciliation of activity, planned or ad hoc, through the year.
- Developed, negotiate with suppliers and introduce new items into the give-a ways range.
- Maintained and enhance long term relations with external suppliers/service providers and effectively/assertively negotiate competitive rates and services at all levels on an independent basis ensuring maximum profitability. Work closely with Procurement & Logistics department to ensure the adherence with corporate branding.

Emirates Airlines – Skywards

Skywards Specialist - December 2003 - August 2005

(Reporting to Customer Service supervisor)

- Set up a specialized Partnership Unit within Skywards and streamline process for smooth interaction with all airline & non-airline partners.
- Design and develop the Skywards Promotions link and make it available to the users for quick and convenient reference of promotions and procedures.
- Set up a Correspondence and Complaint handling team within Skywards. Define procedures and ensure smooth implementation of the same.
- Train and support all new recruits on the Skywards procedures and System (CRIS & MARS) knowledge.

- Together with the Skywards Product Development and Marketing team organised events for the Skywards Members.

EXPO CENTRE –SHARJAH

Media Relation Executive - August 2002 - November 2003

(Reporting to General Manager)

- Principle responsibility includes, maintaining relationships on behalf of the company with all the clients invited for the exhibition.
- Communicate to the user about the latest updates on procedures and programmes.
- Understand the requirement of the exhibitors and arrange to fulfil that.
- Ensuring all the services offered to the companies invited are up to the mark and also up to the customer service standards.
- To progressively enhance customer services to the exhibitors and media so the end users are satisfied and also signed contract for the next year’s exhibition.
- Preparation of press releases for the newspapers and internal publications for public, making brochures, fliers & advertisements for each show.
- Procurement of giveaways and follow the corporate guidelines for branding.
- Exploit identified PR opportunities and draft press releases to ensure press coverage for Exhibition/conferences to suitable publications.

KHALEEJ TIMES

News Coordinator -Khaleejtimes.com – Website - December 2000 - November 2001

(Reporting to Editor in chief)

- To look after women section of web-site (Womenorg.com)
- To update news section of the website in coordination with IT support team.
- To ensure the changes are carried out according to the requirements, fully tested before pushing to the live site.
- Attend the customer enquiries, analyse the suggestions and implementation of the new processes.

THE TIMES OF INDIA

Content Executive - Indiatimes.com - Times city - March 1999 - November 2000

(Reporting to Editor in Chief)

- The only person looking after the whole web designing and content management for the site.
- To update the daily news, introduce new sections, re write the news reports and publish it on the live site.
- Film reviews, interviews, and the reporting of the events taking place in the city (in brief showing the city as glamorous and a happening city).

Computer Proficiencies:- Microsoft–Windows, Outlook, Word, Excel & Power point
QUARK, Pagemaker, Adobe Photo shop, Dreamweaver, Tridion.

Languages:- English, Hindi, Urdu, Gujarati & Arabic (read and write)

Personal Details:-

Date Of Birth	November 1975
Nationality	Indian
Marital Status	Married

References:- Can be furnished if required