

Erson P. Dela Cruz | 15 years in Events & Marketing

Citizenship: Filipino • Mobile: +971522129407 • Email: ersonpdc@gmail.com



Address

306 Murano Residences 2, Al Furjan Dubai, UAE

Objective

Pursuing career in Marketing, Events and Advertising that will utilize my skills and grow with the company to exceed expectations and goals.

Work Experience

Events Manager – Government Client Servicing OP3 Global LLC – Dubai June 2023 – Present

- ✓ Work with business development team to acquire new Government clients and deliver as per RFP
- ✓ Conceptualize an event idea/rationale to bring life with the client's vision for their event/activation.
- ✓ Compose a detailed events brief for the 2D & 3D designers including moodboard that is in-line with the client's event objectives.
- ✓ Create digital asset for the event or activations such as storyboard, creative directions and visual strategies.
- ✓ Source required third party contractors and negotiate to achieve the client's budget with the highest quality of delivery.

Events Manager – Pharmaceutical Accounts Serindipity Solutions – Dubai September 2022 – April 2023

- ✓ Manage conference deliverables from A to Z such as activations, branding, catering, hostess, hotel venues, procurement, attendee registration, structures, team building.
- ✓ Show calling the entire conference, working alongside content creators and content managers for the overall conference content.

Events Manager for Client Servicing at VIOLA COMMUNICATIONS – Abu Dhabi November 2017 – September 2022

- ✓ Create tailor made case studies (events and marketing) for clients that focuses on a niche market for ROI.
- ✓ Work alongside business development team for Government & Private sector RFP with their upcoming events, marketing Activations and campaigns from conceptualization, financial P&L, logistics and event launching.
- ✓ Oversees the conceptualization, construction and launch of the Q Properties sales showroom office followed by Sales conference.
- ✓ Managed the **Abu Dhabi Department of Health** Virtual Town hall Conferences since 2019 with 100-400 attendees from 2 sites.
- ✓ Managed the installation and operations of **Abu Dhabi Science Festival** Al Ain Site for year 2019 & 2020 with more than 30k crowd.
- ✓ Managed the installation and event of **ETIHAD Airways** 2019 UAE National Day with VVIP's and 800 attendees.
- ✓ Managed the installation and event of **MERAAS La Mer NYE 2020 Live Concert** with more than 10k crowd.
- ✓ Conceptualized and executed Mall Marketing Activations below:
 - **MERAAS** – 2017 Christmas Winter @ The Beach, 2018 DSF @ The Beach, Al Seef & La Mer
 - **AI Ghurair Centre** – 2017 Christmas Candy land, **Marina Mall Abu Dhabi** – 2018 Ramadan Mall Activation.

Marketing and Event Project Manager at TIPTOP EVENTS – Abu Dhabi December 2014 – November 2017

- ✓ In charge for overall projects from Advertising (artwork creation and finalization) Social Media (creation to execution).
- ✓ Lead a comprehensive marketing and events activation plan per year calendar for clients from ATL, BTL & TTL.
- ✓ Managed Al Nasr Properties company marketing portfolio from asset creation, online portal development and social media management.
- ✓ Spearheaded highlighted projects below:
 - **DTCAD** – 2014 National Day Event, LOUVRE internal VVIP conferences.
 - **ADNOC** – 2015 Family Gathering Event, Sharjah Ladies Club – 2016 Annual Members Gathering.

Marketing & Events Manager at BlueButton Media – Dubai October 2013 – November 2014

- ✓ Spearheaded Dubai Shopping Festival Mall Activation for Mall of Emirates, Mirdif, Deira & Sharjah City Centre.
- ✓ Activated Samsung in-mall promotion campaign for Dubai Mall, Deira City Centre and Mall of Emirates.
- ✓ Worked with Al Tayer Beauty division for their Social Media Marketing Campaign for Areej.
- ✓ Led the roadshow marketing campaign for Del Monte Freshly Squeeze across UAE.
- ✓ Handled multiple marketing campaign for Unilever brands such as Lipton, AXE, Clear & Dove.

Mall Marketing & Communications Officer at SM Supermalls – Philippines June 2008 – August 2013

- ✓ Create a yearly event calendar with projected monthly budget for upcoming activations including itemized costs to increase footfall traffic and help store tenants exceed monthly sales target.
- ✓ Work alongside leasing department to promote the mall spaces and target exclusive retail and lifestyle brands.
- ✓ Develop an event case study to further improve the mall and stay on-top amongst other mall competition.
- ✓ Acquire event sponsors such as AV, F&B and compose supplier contracts, service agreements and supplier payments.
- ✓ Present to the company President the proposed yearly marketing plan & advertising efforts within the allotted yearly budget.
- **Career Highlights: Part of the company's award winning team by ICSC (International Council of Shopping Centers for multiple awards from 2011 to 2013 from awareness campaign to digital activations.**

UAE Clients	Multimedia Skills	Interpersonal Skills
- ADNOC	- Professional Photography	- Good in motivating People.
- Etihad	- Photo & Video Editing	- Excellent customer & public relations.
- MERAAS & MAF Malls	- Social Media Marketing & SEO	- Strong decision making and leadership.
- Unilever, Del Monte, Samsung	- Basic computer programming	- Procurement and supply chain skills.