

CV Alexander Franzetti – born 13th July 1977, Würselen (Germany), German passport holder
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Dynamic, experienced and certified Advertising Manager & MarCom Specialist with more than 17 years of work experience in GCC & Germany; 12 years in the exhibition/event industry and marketing consultancy plus 6 years experience in advertising agencies in the UAE and Germany. Master's Degree in Marketing Communication and Certified Manager of Communication & Marketing.

Work experience

02/2020 – 08/2020

Team leader Exhibitions, Conferences and Events, University of Hamburg Marketing GmbH (Germany)

- Working on several events, exhibitions and conferences for the University of Hamburg, leading a team of 5 employees

09/2019 – 01/2020

Sales & Marketing Manager, ES:ME Entertainment Services (Qatar) & Even2 (UAE)

- Responsible for the sales, business development and marketing of ES:ME in Qatar and Even2 in the UAE and Saudi Arabia

08/2016 – 08/2019

Digital Solutions Manager, Info Salons Middle East (Dubai, UAE)

- Working as Project Manager for the main exhibitions and conferences in the region, working on New Business Development
- Responsible for sales and strategy of lead retrieval systems for exhibitors and 'Smart (Digital) Event Solutions'
- Managing teams up to 12 people at exhibitions and an inhouse team of 4

02/2016 – 06/2016

Head of Marketing, Cacti Events (Dubai, UAE)

- Responsible for visitor and exhibitor marketing strategy and campaigns, PR, data and budget controlling for International Travel Week Abu Dhabi 2016 and its 10 exhibition components
- Responsible for a team of 6 employees

03/2013 – 01/2016

Marketing Manager, dmg events Middle East, Exhibition Organiser (Dubai, UAE)

- Responsible for visitor and exhibitor marketing campaigns and budgets for ABILITIESme and MEDEXPO (strategic planning, media selection, writing press releases, updating website, developing of marketing material)
- Sales for ABILITIESme – ABILITIESme was a launch event in 2014 and a success so dmg events decided to continue in 2015
- From October 2014 onwards working on ADIPEC (Abu Dhabi Intern. Petroleum Exhibition & Conference), the 2nd largest oil & gas exhibition and conference in the world – managing visitor, exhibitor, conference campaigns and side events (International Refining & Petrochemical Conference and the Middle East Heavy Oil Congress in Bahrain 2015)

09/2012 – 12/2012 (limited contract)

Account Manager Venture Communications, Advertising, PR & Branding Agency (Dubai, UAE)

- Client servicing, development and controlling of advertising strategies and budget control for various clients

08/2008 – 03/2012

Marketing Manager, EPOC Messe Frankfurt GmbH, Exhibition Organiser (Dubai, UAE)

- Development of marketing and advertising campaigns and strategies for several exhibitions
- Responsible for all visitor and exhibitor marketing activities and budgets of 5 exhibitions in Dubai, 2008 - 2012 (Intersec, Materials Handling, ISH Kitchen & Bath, Light ME and Automechanika)
- Establishing Intersec as the No.1 exhibition for security and safety industry in the MENA region from 2008 – 2012, visitor growth from 14,300 in 2008 to 19,200 in 2012. Exhibitor number increase from 707 to 909 in 2012, liaising with agencies, suppliers, key clients, media and internal departments, team responsibility for 2 employees and in-house Call Center Team

02/2007 – 07/2008

Account Manager, Zum goldenen Hirschen International Advertising Agency (Dubai Branch, UAE)

- Marketing consultancy for the Dubai Bus Master Plan by the Roads & Transport Authority Dubai (RTA) and the Bus Transit Design Project in Riyadh by the Arriyadh Development Authority in Saudi Arabia (ADA)
- Development and controlling of advertising strategies and budget control for various clients, New Business Development and presentation of the agency, Personnel responsibility for 4 employees
- Key clients: RTA, Kempinski Hotel, DAMAC, KGL Passenger Transport Services, ADA (Saudi Arabia)

08/2006 – 01/2007

Account Manager, Counterpart Advertising & PR agency GmbH (Cologne, Germany)

- Developing and implementation of integrated marketing and advertising campaigns, media planning events and exhibitions
- Project management and client servicing – liaising between clients and creative team
- New Business Development and acquisition of new clients
- Key clients: Zeiss Sports Optics, Cologne Sports Facilities, Früh Kölsch

01/2006 – 06/2006

Junior Account Manager, cpd Advertising Agency (Dubai, UAE)

- Project management for various clients and projects – liaise between clients, suppliers and creative team
- Key clients: JVC, German Heart Centre Dubai

09/2004 – 10/2005

Master's Degree in Marketing Communication at DAMK (Düsseldorf Academy for Marketing, Germany)

02/2004 – 09/2004

Customer Service Representative, Mercedes Benz (Maastricht, the Netherlands)

- Handling and dealing with complaints and enquiries from clients and dealers

08/2000 – 10/2003

Advertising Manager, Cruse Advertising Agency (Cologne, Germany)

- Developing and implementation of integrated advertising and marketing campaigns, media planning, evaluation, events and exhibitions
- Project management and client servicing
- Key clients: Wodka Moskovskaya, Krimsekt, Rheinbraun (FMCG)

Education and advanced training

05/2019 – 05/2020: Management of Communication and Marketing (Steinbeis-Hochschule Berlin, Germany)

09/2004 – 10/2005: Master's Degree in Marketing Communication at DAMK (Academy for Marketing Düsseldorf, Germany)

04/2004 – 06/2005: Diploma in Event Management at IST Institution for Communications (Düsseldorf, Germany)

08/2000 – 01/2003: Apprenticeship as Advertising Manager, Cruse advertising agency (Cologne, Germany)

05/2000 – 06/2000: Internship at Di-Komm advertising agency (Alsdorf, Germany)

10/1997 – 04/2000: Study of Economic Geography and Political Economics (University Aachen)

08/1988 – 06/1997: Final secondary-schools examinations (A-levels) at Städtisches Gymnasium Übach-Palenberg

Personal skills and competencies

Languages:	German: native speaker English: business fluent (written and spoken) French: basic knowledge
Software:	MS Office Programmes (Mac and PC based)
Hobbies:	Football, Tennis, Photography, Arts
Driving license:	German, International and UAE driving license

Hamburg, September 2020

Alexander Franzetti