



Alexander Franzetti

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PROFESSIONAL SUMMARY

Experienced, dynamic and certified Advertising Manager & MarCom Specialist with more than 20 years of work experience in GCC & Germany; 14 years in the exhibition/event industry and marketing consultancy plus 6 years experience in advertising agencies in the UAE and Germany. Expertise and experience in Marketing & Sales and Business Development.
Masters Degree in Marketing Communication and Certified Manager of Communication & Marketing.

WORK HISTORY

CLIENT SERVICES DIRECTOR 03/2022 – 03/2023 GES | Dubai, UAE

Responsible for managing existing clients and New Business activities in Middle East and Asia Pacific.

Liaised between customers and internal departments to address and resolve customer service concerns.

SENIOR MARKETING & BUSINESS DEVELOPMENT MANAGER 10/2021 – 02/2022

Door No. 1 Events | Dubai, UAE

Planned and executed events and exhibition stands.

Created professional sales presentations to creatively communicate services and developed marketing plans to support department strategies.

TEAM LEADER EXHIBITIONS, CONFERENCES & EVENTS 02/2020 – 09/2020

University of Hamburg Marketing GmbH | Hamburg, Germany

Planning of several events, exhibitions and conferences for the University of Hamburg, leading a team of 5 employees.

Provided leadership and direction for employees, supervising activities to drive productivity and efficiency.

DIGITAL SOLUTIONS MANAGER 08/2016 – 08/2019 Info Salons Middle East | Dubai, UAE

Project Manager for exhibitions and conferences in the region, working on New Business Development, Marketing & Sales.

Responsible for sales and strategy of lead retrieval systems for exhibitors and “Smart (Digital) Event Solutions”.

Managing teams up to 20 people before and during exhibitions and an inhouse team of 4.

MARKETING MANAGER 03/2013 – 01/2016 dmg events Middle East | Dubai, UAE

Responsible for visitor and exhibitor marketing campaigns and budgets for several trade exhibitions and events (MedExpo, AbilitiesME, ADIPEC).

MARKETING MANAGER

08/2008 – 03/2012

Messe Frankfurt | Dubai, UAE

Development and implementation of marketing and advertising campaigns for several exhibitions.

Responsible for visitor and exhibitor marketing activities and budgets of 5 exhibitions. Establishing Intersec as the no. 1 exhibition for the security and safety industry in the region.

ACCOUNT MANAGER

02/2007 – 07/2008

Zum goldenen Hirschen Intl. Advertising Agency | Dubai, UAE

Development of the Marketing-Communication strategy for the Dubai Bus Master Plan by the Roads & Transport Authority (RTA) and the Bus Transit Design Project in Riyadh for the Arriyadh Development Authority (ADA) in Saudi Arabia.

ACCOUNT MANAGER

08/2006 – 01/2007

Counterpart Advertising & PR Agency | Cologne, Germany

Development and implementation of integrated marketing and advertising campaigns, media planning, events and exhibitions.

Project management and client servicing, liaising between clients and creative team.

SKILLS

- Account and Project Management
- Marketing and Sales
- Client Relationship Management
- Exhibitions, Events and Conferences
- Marketing-Communication Strategies and Campaigns
- New Business Development
- Advertising and Creative Services

EDUCATION

Management of Communication and Marketing | Marketing-Communication
05/2019 – 05/2020

Steinbeis University, Berlin, Germany

Diploma of Higher Education | Marketing-Communication

09/2004 – 05/2005

Düsseldorf Academy for Marketing, Germany

Certificate of Higher Education | Event Management

04/2004 – 05/2005

IST Institution for Communication, Düsseldorf, Germany

FREELANCE PROJECTS

Marketing & Sales, Business Development, 09/2020 - 09/2021 (for WayTation, Right Choice Scaffolding)

Marketing & Sales, Business Development, 09/2019 - 01/2020 (for

ES:ME Entertainment Services in Qatar and UAE)

Head of Marketing, 02/2016 - 06/2016 (for Cacti Events, "International Travel Week Abu Dhabi 2016")

Account Management, 09/2012 - 12/2012 (for Venture Communications, Advertising, PR & Branding Agency, Dubai)