



Angelo Vassiliades

MARKETING & PARTNERSHIP LEADER

DUBAI RESIDENT | AUSTRALIAN NATIONAL
+971 56 355 0449
angelo.vassiliades@gmail.com
linkedin.com/in/angelovassiliades
angelovassiliades.com

ABOUT ME

Award-winning marketing expert leveraging over 15 years of successes within diverse roles in innovative start-up ventures and multinational enterprises. Adds dynamic value through a robust academic and industry background in Marketing, eCommerce and Partnerships, an entrepreneurial spirit, and a global outlook spanning multiple geographical locations on three continents. Draws on innate love of the outdoors, natural artistic instincts, and a genuine passion for cross-cultural exploration and community service to build relationships and create lasting loyalty, while producing consistent results, exceeding targets, and activating new business opportunities.

MARKETING EXPERTISE

Marketing Consultation ▪ Strategy Development
Campaign Management ▪ Branding & Identity
Consumer & Trade Marketing ▪ Start-up Ramp Up
Creative Conceptualisation ▪ Partnership Ownership

TECHNICAL SKILLS

Google Analytics ▪ Google AdWords ▪ Omniture
Facebook Insights/Ads ▪ Adobe Creative Suite
Workfront ▪ SmartSheet ▪ Asana ▪ WordPress
MailChimp ▪ HTML/CSS ▪ HootSuite ▪ Tableau
Dreamweaver ▪ Microsoft Office Suite ▪ Salesforce

PROFESSIONAL EXPERIENCE

Emirates Post, Dubai, UAE

Jul 2021 - Present

DIRECTOR OF CAMPAIGNS & PARTNERSHIPS

- Operated in a start-up-like environment within government entity as part of their transformation journey, building up marketing capabilities, creating internal SOP's, developing first-ever marketing strategy and supporting in growing marketing team to 9 members; interim reporting line to CEO
- End-to-end responsibility of campaigns, supporting B2C & B2B product/service launches, last mile delivery, lead generation, brand affinity, community engagement and digital outreach across all channels & mediums; ownership of annual marketing budget at AED 15M
- Managed agency relations, designed ways of working, formed creative & media frameworks and scaled up activities whilst continuously monitoring/reviewing performance and improving workflows
- Led customer-centric marketing & branding efforts of key initiatives including launch of new retail branch designs, self-service machines, mall kiosks, service points, smart post offices and new website & app
- Developed campaign data analytics structure, pooling in data from internal sources and digital media tools which aided in crafting data-driven strategies and deploying A/B testing optimisations and best-in-class activations

Key accomplishments

- » Grew brand index score by +8.7 points YoY with impact against media metrics including buzz and awareness, helping rank up to +17.9 points higher compared to competitive set through activation of extensive 360-degree brand campaigns
- » Initiated partnership marketing activities with new & existing partners (incl. Amazon, Enoc, Emarat, Sharaf DG), aimed at increasing revenue generation, enhancing brand association and activating new customers into sales funnel
- » Launched activation plan for new Emirates Post Service Point offering, aimed at expanding shipment pick-up/drop-off network for customers, with coverage of 100+ locations across petrol stations, retail and grocery stores

activity.me, Dubai, UAE

Dec 2018 - Dec 2021

FOUNDER

(after-work hours)

- The platform operates on a self-service model allowing organisers to manage and market sports events entirely independently
- Directed remote teams of UI/UX designers, full-stack developers, engineers, content creators, graphic designers, and database managers
- Funded through angel investors and entered the exploratory phase of accelerator programs, pitch processes, and seed funding opportunities to support with brand's expansion; currently looking for prospective buyers

Key accomplishments

- » Conceptualised and launched start-up concept, and formed a leading global mass sports participation marketplace
- » Amassed a global audience and aggregated over 15K event listings from organisers worldwide, making it easy for participants of all abilities to discover, register, and take part in them
- » Developed complete product roadmap with MVP setup and comprehensive roll-out of functionalities including user-centric front-end design, robust back-end CMS and end-to-end ticketing capabilities - achieved through multi-sprint, agile iterations-based approach
- » Identified an opportunity to deliver against an underserved need and fill a void in a USD 30B industry that had grown 150x in the previous 20 years

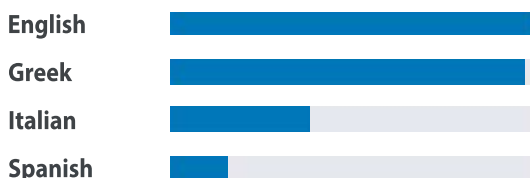
EDUCATION

**Master of Commerce (Extension),
Marketing & Tourism Marketing** Feb 2007 – Jun 2008
University of New South Wales,
Australian School of Business,
Sydney, Australia

**Postgraduate Diploma,
Innovation & Enterprise
(Entrepreneurship)** Jul 2009 – Nov 2010
University of Sydney,
Sydney, Australia

**Bachelor of Science (Hons),
International Hospitality &
Tourism Management** Sep 2002 – Jun 2005
University of Surrey,
Guildford, United Kingdom

LANGUAGES



ENTREPRENEURSHIP

All For The Gram 2021 - Present
Dubai, UAE | www.allfortheграм.com
FOUNDER

- Launched unique and differentiated tour service for UAE residents and tourists alike, offering photo and video tours to the most Instagrammable places in Dubai and the UAE
- Build out standardized end-to-end itineraries and crafted ready-to-purchase packages, sourced experienced crew of photographers and videographers to operate service

Angelo Vas Photography 2016 - Present
Dubai, UAE | www.angelovas.com
FOUNDER

- Launched site to allow personal travel photos to be showcased and purchased by interested customers. Set up site's entire back end using WordPress CMS and maintained on an ongoing basis. Select photos are also available on Shutterstock.

PROFESSIONAL EXPERIENCE (continued)

InterContinental Hotels Group (IHG), Dubai, UAE Jun 2018 - Jun 2021
SNR CAMPAIGN & PARTNERSHIP MARKETING MANAGER – INDIA, MIDDLE EAST & AFRICA

- Devising regional revenue-generating marketing plan and strategies across IMEA business unit to support Leisure, Corporate, MICE, Restaurants & Bars segments through full media mix of owned, earned and paid channels, incl ATL/BTL; managing an annual (pre-Covid) budget above USD 6M
- Fulfilling local creative service need by owning design concepts, managing creative delivery and consulting on strategy based on customer insights
- Managing the rollout of centrally led marketing campaigns (brand awareness, loyalty promotions, volume/rate-driving tacticals) within region and making them market-ready with regional nuance and localisation
- Lead cross-functional engagement with internal stakeholders including omnichannel, paid media, PR, brand, field, sales, revenue, and ops to ensure alignment and to gain maximum campaign visibility

Key accomplishments

- » Consistently delivered against tactical campaign metrics, producing a 4:1 ROI average with business benefit in excess of USD 25M for the region in 2019
- » Celebrated by global marketing leadership team for effective deployment of regionalised "We're There" brand platform for Holiday Inn & Holiday Inn Express brands with a global 'IHG Move Fast' award
- » Initiated and grew regional partnerships with key companies including Emirates, Saudi Airlines, Mastercard, Dubai Tourism, Mobily, Sabre, LinkedIn, TripAdvisor & Sojern
- » Deployed best-in-class campaigns on time, on budget, in a test-and-learn environment, to deliver against customer acquisition and retention strategies
- » Launched and established voco & Hotel Indigo brands into the region with 360-degree full-funnel campaign activation to support awareness and hotel pipeline efforts

InterContinental Hotels Group (IHG), Dubai, UAE Nov 2014 - Jun 2018
COMMERCIAL MARKETING MANAGER – MIDDLE EAST & AFRICA

- Consulted with hotel teams through performance reviews, positioning workshops, marketing plans, loyalty programs and omni-channel strategy
- Held key strategic marketing role for multiple regional IHG hotel openings, successfully completing pre/post opening phases
- Collaborated with diverse, multi-regional corporate teams to drive adoption of platforms and tools across Digital, Loyalty, Brand, F&B domains

Key accomplishments

- » Received 2017 'IHG Hotel Hearted' award in recognition of upskilling on-property marketing capabilities and setting new operational standards
- » Provided expert advise to hotel executive teams, to drive commercial effectiveness, deliver profitable results and achieve customer excellence
- » Drove commercial marketing performance across the Middle East and Africa for over 100 IHG properties in both Managed and Franchised estates
- » Provided marketing consultation incl. customer journey advice, branding & identity, CRM, email, SEO, SEM, content, social, voice, loyalty & retention
- » Coached and mentored hotel colleagues to improve effectiveness, increase motivation, close knowledge gaps, and form trusted, lasting relationships

InterContinental Hotels Group (IHG), Dubai, UAE May 2013 - Nov 2014
ASSOCIATE MARKETING MANAGER – INDIA, MIDDLE EAST & AFRICA

VOLUNTEERING

- Dubai Expo 2020 (pre-event) since Sept 2018
- MS Society Sydney - Gong Bike Ride Nov 2012
Jun 2008
- MS Society Walk & Fun Run May 2010
Nov 2008
- World Youth Day WYD Jul 2008
- Sydney APEC Summit Sept 2007
- Athens Summer Olympic Games Aug 2004

PHILANTHROPY

Capital Paddle Oman Dec 2015

Sohar - Muscat | bit.ly/capitalpaddleoman

- Paddled 230km from Sohar to Muscat over three days representing IHG to raise funds for charity, whilst becoming the first of only two paddlers to achieve this

Capital Paddle UAE Dec 2014

Dubai - Abu Dhabi | bit.ly/capitalpaddleuae

- Was again one of the only two paddlers to attempt 180km in three days from Dubai to Abu Dhabi while raising money for charity

PERSONAL INTERESTS

- Travel & Cross-Cultural Learning
- Technology Trends
- Marketing Publications
- Entrepreneurial Ventures
- Charitable Work & Philanthropy
- Fundraising
- Digital Photography
- Video Production
- Hiking & Sports

"Angelo is what I would refer to as strategic talent, a person that should be modelled by other commercial peers as what they work hard to achieve."

Damian ten Bohmer
Senior Director Commercial - IMEA, IHG

PROFESSIONAL EXPERIENCE (continued)

Dimmi (currently 'TheFork'), Sydney, Australia **Apr 2012 - May 2013**
A TripAdvisor Inc. Company
MARKETING MANAGER

- Launched start-up's web and app consumer proposition; positioned it as 'destination' brand for online restaurant reservations in the Australian market
- Oversaw cross-channel activities including web, mobile, email, SEO, PPC, social, display, and traditional media
- Developed bespoke brand and tactical campaigns to establish the brand in market and generate revenue
- Drove traffic, fed into web and mobile architecture and UX design, applied ongoing optimization and analysed performance using Google Analytics

Key accomplishments

- » Propelled brand to 3rd position in global ranks of its category
- » Achieved 255K+ unique monthly site visits and reached over 30,000 total iPhone app downloads over the first six months of operation
- » Built a segmented database of ~300,000 consumers and 2,000+ restaurant partners in 12-month period
- » Selected and established ad agency and marketing software providers to support the businesses, incl. Responsys email platform and Umbraco CMS

Andy's Tours, Athens, Greece **Jul 2011 - Mar 2012**
DIGITAL MARKETING MANAGER

- » Handled end-to-end digital marketing strategy for one of Greece's leading destination management companies including both front/back-end work to showcase hotels, tours, attractions, restaurants offering to a global audience
- » Sourced booking platform vendor to support fully integrated reservations functionality and brought in incremental bookings worth EUR 200K in first six months alone, while reducing manual processes and labour costs

HotelClub (currently 'Hotels.com'), Sydney, Australia **Feb 2010 - Jun 2011**
An Expedia Inc. Company
LOYALTY AND RETENTION EXECUTIVE

- » Managed global loyalty program of 1.3M members, split into 15 geo-based markets; produced weekly B2C emailers and tactical Adhoc eDMs
- » Implemented CRM strategies to improve customer retention, lifetime value, and subscriber rates. Reviewed Open/Click-Through, optimised email design through A/B 'Test & Learn' and produced trigger-based lifecycle campaigns
- » Awarded "Employee of the Year" for exceeding targets and covering tasks beyond the remit's scope

V3 Management & Marketing, Sydney, Australia **Jan 2009 - Feb 2010**
SENIOR SALES EXECUTIVE

Carlson Marketing (currently 'Aimia'), Sydney, Australia **Jun 2008 - Jan 2009**
SALES CONSULTANT

GTA (currently 'Hotelbeds'), London, UK **Sep 2005 - Dec 2006**
Travelport Group
OUTBOUND GROUP OPERATIONS EXECUTIVE - EUROPE