



# Parul Bhagat

Head of Marketing with over 15 years of global, cross-functional experience.

📍 Wellingborough, UK

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## Languages

Hindi (Fluent)

Gujarati (Fluent)

Urdu (Basic)

English (Fluent)

## About

I am a Management Trustee and an established commercial and creative business leader specialising in developing Marketing Communications and Customer journeys with stellar Client Servicing and utilisation of agile methodologies to build and launch global brand and marketing campaigns. I possess over 15 years of international market experience in diverse industries and a wide array of capacities having worked for some of the biggest brands. My areas of expertise span across several demonstrable key industries and categories such as: FMCG, B2B, B2C, D2C, real estate, financial services, government, IT, corporate, environmental sustainability, and transportation / logistics marketing and brand management, among others. I specialise in lead generation to qualification through to after-sales strategy, digital and offline marketing including email and social media marketing, New Product Development (NPD) - FMCG and non-FMCG, brand ideation and rebranding, customer insights and journeys, paid and organic growth, financial forecasting and revenue generation, strategic consultation, project and stakeholder management, and so on.

I am a high achiever, with strong self-motivation, multitasking capabilities, ideas and confidence. I can communicate at all levels, and work well individually as well as in a team setting while being capable of directing, training and motivating staff and actively promoting Diversity, Equality and Inclusion in the workplace. I have a keen interest in data and uncovering customer trends.

### BRANDS WORKED WITH

A.A.J. Holdings Group / A.J. Visions / Reemoon Development Consultants

Department of Information

FutureBrand

Maurya Group Scotland Limited

Mbr Graphics

Ocean Fair International W.L.L. Group

Skyline University (Educational Institution)

Strategic Analysis Incorporation (Sai) Asia

the Cohen International Group (Tcig)

Wickes

Cadman Capital

## Experience

- **Head of Marketing & Operations Consultant (Part-time)**  
Maurya Group Scotland Limited | Sep 2018 - Jun 2023
  - Established and sustained relationships with prominent global industry stakeholders, gaining new and repeat long-term contracts from tenders.
  - Orchestrated comprehensive brand and marketing campaigns, including email campaigns, flyers, advertorials, event calendars, and B2B roadshows/exhibitions, to raise Maurya Group's profile and generate leads.
  - Collaborated with sales teams and other business departments to ensure profitable lead conversion and smooth business operations.
- **Marketing & Operations Executive**  
Ocean Fair International W.L.L. Group | Jan 2016 - Apr 2019
  - Promoted to Acting CEO by bringing in major sales, streamlining operations, reducing overhead costs and sales cycles, and propelling the brand to make it the market leader in saturated, competitive and newly created segments.
  - Attracted key new repeat business for the organisation through rebranding, brand repositioning, and conventional and digital lead generation activities such as email campaigns, trade events, shopper and website marketing, and so on, leading to sales growth of more than 90% ranging between £180,000 - £200,000/- per month.
  - Developed and won tenders for Bahrain International Airport warehouse renovation including Scope of Works development resulting in wins of approximately £15,000/-, whilst cost of contracted works was less

than 30% of win.

- Effectively developed offline campaigns, and inbound lead generation branding and marketing campaigns including development of sales brochures, event materials, print media and PR content, including seasonal promotions for Eid and Christmas targeting international and local consumers and food/hospitality wholesale and retail businesses.
- Developed, and managed corporate and FMCG brands, and streamlined all business operations such as: accounting, and HR activities including: people onboarding, training, mentoring and off-boarding, CEO and Board reporting, stock and financial reconciliation using Tally ERP 9 software, and so on.
- Transformed the brand from saturation to market leader and disruptor in the FMCG category, within 12 months.
- Confidently partnered with Sales team for marketing and sales collaterals, building and retaining customer journeys, and led staff of more than 15 people in the supply, accounting, warehousing and sales departments across countries.

## ● Head of Marketing & Communications

the Cohen International Group (Tcig) | Oct 2015 - Nov 2015

- Elevated to Interim Head of Creative and Co-Head of DigiSocial teams heading all client relationships.
- Successfully led UX / UI and SEO optimisation, A/B testing, online (app, SMS, push, website and social media) and offline brand inception, re-branding efforts and revenue generation for Majid Al Futtaim Finance's (MAFF's) largest cash-back credit card and travel credit card products in the UAE including paid and organic social media growth
  - o Responsible for brand championing, and end-to-end customer development, loyalty programme content and strategic direction, backed by data, for rebrand and launch of 15+ financial products and the Juicy Couture fashion brand across web portals, Apps, social media platforms, offline events, and various point-of-sales (POS) in the UAE. Financial products included: corporate credit cards, credit cards for Military personnel, re-loadable gift cards, and so on.
- Directed all launch promotions, OOH advertising, curated experiential events, and DigiSocial campaigns for Majid Al Futtaim's Hotel Business Unit to debut and establish Aloft Hotel in Dubai, UAE.
- Supervised design and implementation of TraveSys, a travel booking e-commerce system developed for airlines to manage marketing campaigns and holiday bookings



## ● Senior Client Business Manager

FutureBrand | Oct 2011 - Dec 2012

- Deputy Client Services Director and Operations In-charge managing all major client businesses.
- Spearheaded and scoped corporate rebranding initiatives for Singapore Economic Development Board (EDB):
  - o Developed the 'FutureReady Singapore' B2B brand campaign, debuting it in Hong Kong and China, followed by other global markets. It is now the main overseas brand of the EDB
- New Product Development (NPD) and branding of four lifestyle brands by Onyx Hospitality Group, Thailand.
- Oversaw App development, UX/UI design and crowd-sourcing efforts for Singapore Telecom, and its financial partner.
- Supervised complete rebranding for EastWest Bank, Philippines – one of the largest commercial banks. Managed development of brand guidelines, multi-channel campaigns, A/B testing and TTL communications. Launched EastWest Rural Bank for low-income earners, through digital and offline touchpoint, lead generation and retention.
  - o It moved up to become 10th largest domestic bank in Philippines in 2015, from 14th place in 2012.
- Prepared and presented new business proposals and pitch decks, and Shareholder reports.
- Coached, mentored and trained a team of approximately 20+ staff across disciplines and countries.

## ● Senior Projects Manager

Strategic Analysis Incorporation (Sai) Asia | May 2011 - Oct 2011

- Managed numerous large scale multinational market studies for various sectors such as oil & gas, plastic and polymers, agriculture, pharmaceuticals, rare earth minerals, and so on

- Involved in business development activities including cost estimation, identification and liaison with subcontractors to support regional projects, fee negotiations, resource management, and so on
- Developed Country Briefing documents on Indonesia and Thailand, to attract major investments in their various economic sectors
- Conducted global and country specific competitive analysis, market sizing and market forecasting studies for major multinational players in different sectors. Major clients included: Atlas Copco, Bayer, Rhodia, Hempel Paints, Sime Darby, Rio Tinto, among others
- Focus regions included: South East Asia, China, India, United States and Europe
- Prepared case studies, advertorials, and other marketing documents to promote SAI's services and capabilities in key industries

## ● **Group Coordinator / Senior Client Liaison and Research Officer**

A.A.J. Holdings Group / A.J. Visions / Reemoon Development Consultants  
| Nov 2005 - Nov 2010

- Established and headed the Research & Marketing teams of the Group, and its startup in-house marketing and branding agency, A.J. Visions
- Conducted global economic research / real estate market research for the Group's Investment Advisory arm – ReeMoon Development Consultants, on countries such as:
  - o Ghana
  - o Turkey
  - o Iraq
  - o Oman (Salalah), and many more
- Developed and presented strategic consultation documents and campaign profitability to investors, stakeholders, C-level directors, board members, High Net Worth Individuals (HNWIs) and other corporate and private investment decision makers.
- Initiated marketing, branding and investment SWOT Analysis, Value Chain Propositions and real estate market research findings for strategic consultation with key investors, B2B stakeholders and Design Management teams.
- Other Marketing & Branding Activities:
  - o Successfully organised local and international events for clients, such as: project launches, exhibitions, press conferences, brand launches and media launches for upcoming real estate
  - o Responsible to devise, monitor and maintain short term and long term: communication strategies, marketing & branding campaigns, budgets, advertising and PR activities such as roadshows, press briefings, press releases and print adverts, OOH advertising and displays, external agency recruitment and assessments, POS experiential designs, and related activities for different local and international real estate projects
  - o Developed agency briefs, advertorials, videography, PR campaigns, corporate profile, corporate website layouts and content for www.aa-jholdings.com, www.ajvisions.com and www.reemoon.com (all websites now defunct) and other marketing literature for local and international media and marketing agencies
  - o Oversaw a team of architects and 3D visualisers to ensure architectural drawings and renderings including promotional materials were aligned with the client's brief.
  - o Supervised branding activities for projects such as: brand mark development, naming workshops, brand guidelines, brand activation and evaluation, celebrity brand endorsements, partnership marketing with Rixos Hotels and IMG Worlds, and so on
  - o Led brand creation, competitive analysis, and online + offline brand management for the multi-million pounds Marina West, Bahrain property development project, £1 billion Uptown Bahrain development, and more than £10 billion The Blue City, Oman, urban city development
- Performed feasibility studies on ancillary projects like: design & construction of a convention centre, Bahrain's first multi-sport training academy, Middle East's largest aquaria, science and technology parks, international university networks, medical cities, wellness resorts, and so on.
- Researched and developed an in-depth business case, brand ideation and development, and marketing plan for the Group's expansion into the travel industry through the setting up of the first seaplane air charter service in the Gulf region targeting HNWIs, diplomats and celebrities.
- Headed business operations of A.J. Visions including creative, design, media planning and print production team members to ensure a holistic approach to clients' briefs, brand tone of voice and deliverables.

- **Administrative Officer**

Department of Information | Jun 2004 - Jun 2005

- Liaised with various suppliers and project managers to co-ordinate activities and ensure timely completion of the projects. Enabled completion of the £102 million JobCentre Plus Digital Office Infrastructure IT rollout project and contributed to overall government debt reduction.
- Trained and directed new and existing staff, including senior managers, on various areas of work.
- Produced confidential reports based on in-depth knowledge and industry research for review by ministers and management teams in the UK Civil Services.



- **Customer Service Executive**

Wickes | Apr 2004 - Jun 2004

- Assisted B2B and B2C customers in making accurate and informed product choices by offering ample guidance and information on various products and services available.
- Enabled in achievement of store sales targets and high store turnover.
- Aided in boosting store sales and took valuable leads, which later turned into successful sales.

- **Marketing Head (Summer internship)**

Mbr Graphics | Jun 2001 - Oct 2001

- Established and led the Marketing function. Acted as the first point of contact between prospective and current clients whilst ensuring considerable interest was attracted in this new agency's products and services offering.
- Handled and monitored all prospective clients to ensure they were turned in to long-term clients of the agency.
- Developed and maintained database of prospective and existing customers on MS Access.
- Planned and organised the team's daily activities, set targets for self and the team whilst ensuring customer service standards were maintained and complete client satisfaction was achieved.

- **Marketing & Promotions Lead (Voluntary placement)**

Skyline University (Educational Institution) | Sep 2000 - Feb 2003

- Headed a team of over 20 individuals to organise and manage various events for the University
- Planned and implemented final decisions in order to support the team and any projects that were undertaken.
- Attracted maximum event exposure through various media outlets and increased awareness to raise event sponsorships.



- **Marketing Manager - Investments**

Cadman Capital | Jul 2023 - Now

## Education & Training

2005 - 2007

- **Ahlia University Bahrain**

Master of Business Administration (MBA), Business and Finance

2000 - 2003

- **Skyline University**

Bachelor of Business Administration (BBA), Marketing