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creative innovation consultant

**BUSINESS DESIGN . BRAND DEVELOPMENT . CREATIVE ADVERTISING & MARKETING .
DIGITAL EXPERIENCES . SOCIAL ENGAGEMENT .**

Through-the-line, multiple award-winning Brand Strategist with 16+ years' creative and marketing experience, both in-house and for world leading and bespoke agencies with Fortune 500 clients across the globe.

Unlocks creative potential through design thinking methodology, as a powerful interface between creative and business leaders; possesses an impressive portfolio of top-tier clients across multiple sectors.

Delivers 360 brand strategy and activation for world-class, established and emerging brands across industries and geographies; innovates, disrupts and steers brand vision.

Conceives and executes award-winning, multi-channel campaigns, which drive sales, revenue and market share growth; creates best-in-class digital experiences across entire customer journey, including websites, apps and instore.

Builds strong creative, brand, digital and marketing teams; certified coach; experienced in transformation, restructuring, mentoring and training. Stimulates creativity; change-focused and at forefront of global trends.

professional experience.

2013 – 2016 / DOHA, QATAR

QATAR MUSEUMS

Lead body for museums, heritage sites and galleries in Qatar, established in 2005, with 1200 staff.

MARKETING DIRECTOR

Led digital, campaign and creative teams to define and deliver Qatar Museums's (QM) multi-brand vision across multi-site estate of arts and cultural centers and programs.

Turned around poor brand legacy to establish QM as a national treasure and champion of Qatari culture and people; transformed audience perception and grew followers and advocates exponentially. Lead contributor to rebranding of mother brand QM.

_ Reshaped brand and marketing strategy; conceived and implemented integrated marketing communication plans that defined brand architecture and drove consistency across multiple brands and channels.

_ Delivered key initiatives, including launch of Fire Station Artist in Residence program, Years of Culture Diplomacy Program and brand development for soon-to-be-launched National Museum of Qatar. Created brand architecture for new under-development commercial arm, including gift shops and restaurants.

_ Generated 300% growth in exhibition audience numbers; introduced digital engagement marketing and led 360 campaigns with on-ground activations, guerrilla marketing in exhibition and social, and data capture activity; highlighted artists included Damien Hirst, Richard Serra, Mona Hatoum, Francesco Vezzoli, Anne Geddes.

_ Boosted brand recognition through launch of new QM brand; including website, introducing SEO and content updates; website visitors catapulted from 100 to 12,000 per month.

_ Grew QM's membership scheme Culture Pass by 10,000 members in less than eight months following targeted marketing plan. Proposed and managed early stages of Culture Pass mobile app – under development.

Built high-performing and cost effective marketing function which replaced decentralised and lacklustre workforce.

_ Spearheaded centralised marketing structure, which supplanted underperforming resources and generated 25% cost savings. Restructured teams, increased ratio of local employees and embedded best-practices.

_ Reduced marketing budget spend by 30% through standardising requirements and procuring media, advertising and print agencies. Increased exposure through partnerships with Qatar Tourism Authority and Qatar Airways.

2011 – 2013 / DOHA, QATAR

QTEL > OOREDOO

Leading international communications company with >100M customers and 17,000 staff in MENA and Southeast Asia.

DIGITAL ENGAGEMENT MANAGER

Recruited with remit to align digital experience with brand promise and increase engagement levels across all channels, and led major rebranding project as Qtel transitioned to Ooredoo.

Conceived and delivered ambitious digital roadmap, which transformed user experience across channels and drove brand positioning. Delivered tactical revamp of all digital channels, and subsequent brand relaunch as Ooredoo.

_ Grew site visitors by 30% and enhanced success of product launches through website audit and revamp, plus up-to-the-minute content across channels. Optimised user experience through single sign-on model.

_ Launched a mobile site, self-service mobile app which has become of the most popular in Qatar with 500,000 downloads, plus an eShop, the first of its kind in Qatar, which returned sales of QR500K in year one.

Headed major launches and initiatives, including digitally led campaigns for 4G new Direct TV 2.0 experience.

2011 – 2013 / DOHA, QATAR

QTEL'S VIRGIN MOBILE SERVICES

Virgin Mobile in Qatar was licensed by Qtel and latterly Ooredoo, a leading international telecommunications group.

DIGITAL GURU

Delivered high-impact through-the-line digital communication strategies for Virgin's newly launched services in the region.

2005 – 2010 / DUBAI, UAE

LEO BURNETT (ARC WORLDWIDE)

One of the world's largest agency networks with 98 offices and c.10,000 employees across the globe.

DIGITAL CREATIVE DIRECTOR

Headhunted to lead delivery of digital and integrated communications across MENA region's full client list, including numerous global brands and Fortune 500 companies. Grew team of 18, the recipients of 27 global awards and recognitions. Drove integration of digital creative into wider business to create a one-stop-shop for clients.

2004 – 2005 / LONDON, U.K.

DARE DIGITAL

Creative Digital agency focused on customer experience and providing platforms, products, digital experiences and contents cross-sector.

DIGITAL CREATIVE DIRECTOR

Directed in-house and contract creative teams in producing engaging digital communication for a top-tier client list; perfected user experience and site architecture. Handpicked as Lead Art Director for major client proposals, including successful pitches for Barclays and Wanadoo.

2000 -2004 / LONDON, U.K.

ARC WORLDWIDE

Award-winning brand activation agency and part of Leo Burnett Worldwide Inc

SENIOR DESIGNER I DESIGNER

Promoted rapidly to lead conceptualization and delivery of on-brand concepts across channels and platforms to the world's largest FMCG brands, with early adoption of branded utility concepts.

education.

2016	ONLINE
2015	QATAR, DOHA
2005	LONDON, UK
2000	LONDON, UK

Delivered digital experience for new Post Paid offering; pioneered game-changing branded utility through use of Persona and UCD methodology, which enhanced customer experience across all channels.

More than doubled Facebook fan page's annual media value from \$35K to \$82K through powerful social media strategy; increased brand perception, affinity and following through engagement with Flickr community.

Key contributor to successful grassroots activities through community engagement and on-brand activities with high profile partners, including Doha Film Institute, Red Bull and Harley Davidson.

P&G HERBAL ESSENCES: Delivered campaign for launch of new Thrill range across MENA and Eastern Europe; created Herbal Essence Therapy Island, a virtual environment with bespoke product solutions and social networking.

_ Generated average session times of eight minutes with 34% repeat traffic; 25% of new site visitors initiated from site's viral components. Model was replicated globally and served as inspiration for later product launches.

SONY HD PIXEL PERFECT: Positioned Sony as leader in HD space in high priority MENA market; created visual representations of HD benefit with visitors able to experience full product line through creation of their own films.

_ Drove Sony to lead position within HD market based on this campaign and its ATL reinterpretation; session teams averaged 15 minutes, three times above then-industry standard.

GMC YUKON COMMANDS RESPECT: Delivered MENA's first fully CGI site for integrated campaign that showcased Yukon facelift; created Japanese robot characters in awe of American GM with by viral teaser strategy.

_ Cars sold out in region's biggest market, KSA; generated high level of consumer engagement, including >120K unique visitors in three months and multiple independent blogs dedicated to site's content.

Increased digital revenue by \$1.5M to \$3.5M annually, with 60% pitch success rate; grew average project value from \$50K to c.\$200K and secured multiple retainer accounts with the region's biggest brands.

Transformed digital capability business-wide through intensive training and restructuring, and cut operational costs by 35% through offshore outsourcing of low value work.

COINHS TOBACCO: Pioneered IAB award-winning innovative digital anti-smoking campaign.

MASTERFOODS CHOCOLLECT: Spearheaded rollout of Chocollect campaign, Masterfood's biggest multi-brand promotion to date, which spanned five brands, with £10M marketing budget.

MAX FACTOR: Developed game-changing website for Max Factor, which transitioned functional product to brand utility; showcased celebrity make-up artists and cosmetic application advice; personally led successful pitch.

BEING GIRL: Created Being Girl, a content rich digital platform that educated girls on adolescence.

ICF CREATIVE & LEADERSHIP COACH

International Coach Federation

CREATION GENERATION LEADERSHIP DEVELOPMENT PROGRAM

Centre of Creative Leadership

MASTERS GRADUATE COURSEWORK IN DESIGN STUDIES

University of the Arts London

B.SC. (HONS), DESIGN FUTURES, 2:1

Westminster University

brands.

ARTS & CULTURE

Qatar Museums
Qatar Museums Cultural Diplomacy
Museums of Islamic Art
Mathaf
Fire Station Artist in Residence
National Museum of Qatar

AUTOMOTIVE

Alfa Romeo
Fiat
General Motors

ENTERTAINMENT

Showtime

ELECTRONICS

Sony
Sony Ericsson

FINANCIAL

Barclays
Abu Dhabi Islamic Bank
Bank of Sharjah

FOOD & BEVERAGES

McDonald's
Masterfoods
Bel
Kellogg's
Tetley Tea
Oasis
InQ

GOVERNMENT

Dubai Holding
Dubai Summer Surprises
Masdar
UK Department of Health
_ NHS
_ COI

HOUSEHOLD

Unilever
_ Axe
_ Clear
P&G
_ Max Factor
_ Ariel
_ Fairy Non-Bio
_ Herbal Essences
_ Being Girl
_ Golden Household

LUXURY GOODS

World Gold Council

REAL ESTATE

Sama Dubai
Dubai Properties
Tatweer

TELECOMMUNICATION

Ooredoo
Virgin Mobile
VIVA Telecom
Saudi Telecom
Du Telecom
Wanadoo

TRAVEL & TOURISM

Emirates
Jazeera Airways
Travelocity

awards.

2016

QATAR IT BUSINESS AWARDS Best Mobile Application of the Year - Ooredoo

USER EXPERIENCE AWARDS Best Cultural Experience - Qatar Museum's Website - Silver

2011

ASIA TELECOM AWARDS Social Media Initiative - Qtel's Virgin Mobile Service (QVMS) - Make it Yours Initiative

2010

DUBAI LYNX INTEGRATED Bronze "Be Heard" campaign for Du

DUBAI LYNX INTEGRATED Bronze "Meet Dubai" for Emirates Airline

DUBAI LYNX INTEGRATED Bronze "Hiroshi & Osamu" for Chevrolet

THE MENA CRISTAL INTEGRATED Bronze: "Meet Dubai" for Emirates Airline

2009

DUBAI LYNX INTERACTIVE Bronze "Aveo 5 Totally You" for Chevrolet

2008

THE MENA CRISTAL CYBER Silver "Aveo 5 Totally You" for Chevrolet

THE MENA CRISTAL CYBER Silver "Chinese Puppet" for Emirates Airline

2007

DUBAI LYNX CYBER Bronze Sony HD Website

DUBAI LYNX CYBER Bronze Chevrolet BNE Banner

DUBAI LYNX CYBER Bronze Chevrolet BNE Banner

DUBAI LYNX CYBER Bronze GMC Yukon viral

2006

CYBER CANNES LIONS Commendation Chevrolet Bold New Era

THE MENA CRISTAL CYBER Grand Prix re-Lebanon

CYBER CRYSTAL Showtime DVR

CYBER CRYSTAL Herbal Essences Website

IMA Top 10 Agency of the year Arc WW

IMA Best in Class Chevrolet's Bold New Era Site

IMA Best in Class GMC Yukon Website

IMA Best in Class Herbal Essences Thrill Website

THE MENA CRISTAL CYBER re-Lebanon.ORG

THE MENA CRISTAL CYBER Showtime DVR

NEW YORK FESTIVAL Finalist GMC Yukon Website

2006

THE FWA SITE OF THE DAY GMC Yukon Website

IMA Best in Class Retail Sony HD Website

IMA Outstanding Achievement Herbal Essences Website

CRESTA AWARDS Shortlisted Sony HD Website

IAB COI - NHS Tobacco

2004

ROYAL MAIL DIRECT Gold Fiat Ulysee 2 for 1 Email

REVOLUTION AWARDS Silver Fiat Ulysee 2 for 1 Email

DMA Silver Fiat Ulysee 2 for 1 Email

MCCA Best Integrated Campaign Ariel Championship Whites

2003

CYBER CANNES LIONS Bronze Fiat Commercial Vans

NEW MEDIA AGE Finalist Chocollect | Highly Recommended Chocollect

thought leadership.

2012

Hosted "FROM STORYTELLING TO INNOVATION" Workshop, Qitcom

2009

Presented "PRODUCT BASED MARKETING", AME Info,

2007

Presented "THE APPREHENSION OF DIGITALIZATION IN AGENCIES", MÉRIBEL Ad Festival

2006

"THE DOS AND DON'TS OF AWARD ENTRIES," Campaign Magazine

"BRAND HEALTH CHECK, ADIDAS," Campaign Magazine

"MIDDLE EAST AND ONLINE," Contagious Magazine

judge.

2006- 2016 **CRESTA CYBER AWARDS**

2009 **JOHN CAPLES INTERNATIONAL AWARDS**

2007 **MÉRIBEL AD FESTIVAL**

2006 **CAMPAIGN MIDDLE EAST**

other.

_ Mentor, **QATAR INCUBATION CENTER**

_ Fellow of The **ROYAL SOCIETY FOR THE ENCOURAGEMENT OF ARTS, Manufactures & Commerce**