



# Cristina

MARIA

CRISTINA

RAVARA

[tinaravara@outlook.com](mailto:tinaravara@outlook.com)

+974 7757 8882

## PR OFILE

**Bachelor of Arts  
in Mass Communications**

Recent CPE/CPD Certificates acquired:

**Diploma in Business Management**

**Certificate in Digital Marketing, CPD**

**Certificate in Marketing Essentials**

**Certificate in Strategic Management  
and Operations**

**Certificate in Marketing and  
Communications**

**Certificate in Essential Management  
Skills**

**Certificate in Basic Human Resource  
Management**

**Certificate in Economics and  
International Business**

**Mini MBA Certificate**

A dedicated professional with more than 20 years of experience in client services in the advertising and marketing industry. Holds a solid background in marketing, account management, client servicing, sales, Public Relations, supervisory and team management, brand development, and creative conceptualization, and social media management. A proactive manager, team player and tactical planner with excellent organizational and corporate communication skills in building and maintaining productive relationships with client and partners.

**QUALIFICATIONS: Mass Communications, Social Media/Digital Marketing, Corporate Communication**

## WORK EXPERIENCE

**Marketing Account Manager**

**Qatar Public Relations | GoExplore.city  
December 2016 to January 2019**

- Handled the company's major clients with the sales teams.
- Co-Responsible for the development and implementation of marketing plans and strategies.
- Lead point of contact from Marketing Dep't to QTA, 15 5-Star hotels, and key clients.
- Assigned as Marketing Manager to provide operational assistance to the Sales Department.
- Responsible as Studio Manager – managed traffic between the Creative and Sales/Client Services teams.
- Responsible for the costings, procurement/purchasing with regional and international suppliers.
- Coordinator for leasing and planning with stakeholders and business partners.
- Responsible for making tenders and pitch presentations.
- Managed the social media accounts and website which includes content creation and digital marketing schedules with the Content team.
- Coordinated with advertising agencies and media buyers.
- Attends PR events and promotional activities of hotels and restaurants and other related tourism entities.
- Established QPR's gifts & premiums division.

**Marketing Manager**

**Sharq Group – Gifts & Premiums Division  
January 2015 to December 2016**

- Responsible for the operations, marketing planning and business development.
- Managed the creation and implementation of creative marketing strategies and awareness campaigns through digital marketing and ATL/BTL advertising.
- Managed the traffic of client's advertising requirements and deliverables from the Creative team.
- Focal point-of-contact between the company and international/regional suppliers.
- Successfully launched and promoted the Division as a new business under the Group.
- Responsible for the final costings, procurement, and purchasing.
- Assisted the sales team and achieved sales target.
- Managed the creative team for effective brand development and advertising and sales tools.
- Successfully established and maintained clientele and client relations for the company.
- Responsible for making tenders and pitch presentations.
- Won pitches and tenders for the supplies of VIP premiums to Ooredoo, HMC, Qatar Steel, Qatar Foundation.

## KEY SKILLS

**Client Servicing** EXPERT

**Leadership** EXPERT

**Teamwork** EXPERT

**Problem Solving** EXPERT

**Critical Thinking** EXPERT

**Time Management** EXPERT

**LinkedIn:** <https://www.linkedin.com/in/maria-cristina-i-ravara-96413a26/>

**Instagram:** @ctinaravara

## EDUCATION

### Bachelor of Arts

#### in Mass Communications

MS Enverga University, Philippines  
1993-1997

### Bachelor of Arts

#### in Communications Arts

University of the Philippines  
1991-1993

## Other Fields of Experience

**Team Lead** (BPO company)  
for US and Canada clients in  
financial/banking  
Sykes Asia, Philippines

**Business Development Officer**  
Fundacion Santiago, Phils.

### Senior Administrative Officer

Chamber of Commerce  
Philippines

### Media Analyst

Unified Intelligence Command  
Armed Forces of the Philippines

### Newscaster/ News Writer

103.5 FM Radio  
Quest Broadcasting Corp., Phils.

### Marketing Officer

Quest Broadcasting Corp., Phils.

## WORK EXPERIENCE

### Creative Services Manager | Studio Manager

(MAC MENA GROUP) MMG – PUBLICIS  
May 2014 to December 2015

- Efficiently managed a team of 16 creative designers, copywriters and art directors on clients' requirements on digital media, advertising media and PR & events collaterals.
- The focal point-of-contact between Client Services and Creative teams.
- Coordinated with client services, events, production and media departments to ensure requirements are met based on client brand guidelines and timeline.
- Successfully set and implemented timelines, job delivery and met client's requirements.
- Provided operational assistance to the Creative Director and Client Services Directors.
- Assisted the Strategy & Planning team with effective presentations for tenders and pitches.
- In-charge of Weekly Status Meeting with Account Managers and the Production team.

### Senior Production Executive

macDDB Qatar  
June 2012 to May 2014

- Managed and organized production resources necessary to meet clients' requirements within the procurement and budget parameters of the clients.
- Handled clients' corporate advertising and marketing collaterals which includes brandings and creative requirements relevant campaigns.
- Coordinated with local, regional and selected international suppliers.
- Coordinated with the Finance and Procurement departments for in-depth project costings.
- Categorized effective production materials in parallel with clients' marketing objectives.
- Plan, prioritized and assisted work tasks to ensure proper functioning of the department.
- In-charge of quality control specially brandings and VIP promotional items.

### Account Executive

GREY WORLDWIDE Doha  
February 2010 to June 2012

- Handled clients' corporate advertising and marketing collaterals which include brandings and creative requirements for social media and traditional campaigns.
- Account managed corporates such as Qatar Expo Event Management and Qatar Central Bank, A CS team member for accounts like Vodafone Qatar, QInvest, Qatar Airways, Qatar Islamic Bank, Al Meera Holdings, to name a few.
- Coordinated the Media, PR, Events, Creative and Production teams to ensure efficient management of clients' advertising, marketing and events requirements in promoting company position, corporate image, and branding for larger target markets by the required timeframe.
- Developed creative briefs and assisted in conceptualizing creative concepts for AT&T and BTL integrated communication materials.
- Assisted in organizing marketing activities and events for clients' promotional campaigns.

### Marketing Coordinator

World of European Luxury, Wafi Mall, Dubai  
December 2006 to February 2007

- Responsible in creating in-store promotions that boosted daily sales.
- In-charge of monitoring weekly sales, stock inventory and pricing
- Assigned as customer services executive for VIP clients.

### Senior Marketing Officer

LC Big Mak, Inc. | Queen Margaret Hotel, Phils.  
August 2001 to February 2002

- Created and implemented marketing strategies, product promotions and company events, which reinforced traffic and boosted sales.
- Lead the marketing and franchising team with opening franchises and business expansion in regional and national level.
- Assisted the hotel marketing team with promotional activities and events.
- In-charge with the hotel's marketing and advertising collaterals such content and creative designs for press releases, TV and radio ads, flyers, posters, and the like.



Cristina Ravara

For video call interviews via Zoom:

<https://us04web.zoom.us/j/4551468097>

I.D. no. 455-146-8097