

Wella Mañabo
Sales/Marketing Head

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ABOUT ME

- Sales and marketing manager with 15 years of experience
- Proven business planning, execution, branding, and product launches
- Self-motivated and customer-focused
- Proficient knowledge and experience in the FMCG industry
- 1+1=5

SKILLS

- Marketing Strategies and Campaigns
- Prompt, Flexible and Agile
- Creative/Sales Team Leadership/Training
- Public and Media Relations
- Branding and New Product Launches/Positioning
- Confectionery/Snacking Category Expert (FMCG)
- Viral Marketing and Social Media
- Web/Print Content Development and Advertising
- Presentations and Communications
- Digital Marketing Strategy and Implementation
- Strategic Planning
- Market Research and Analysis

EMPLOYMENT HISTORY

SALES/MARKETING HEAD (AUGUST 2018 – PRESENT)
DIGITAL MARKETING CONSULTANT (DECEMBER 2016 – AUGUST 2018)
DOFREEZE LLC – Dubai Industrial City, Dubai, UAE

SALES INITIATIVES:

- Developed sales and marketing goals/strategies for leading Dubai-based baked snacks company, encompassing specific objectives across different channels and segments in over 40 countries
- Developed sales framework & sales handbook, capturing & qualifying leads, prospecting & closing
- Prepared introduction emails, sales quotations, and price structure (value chain)
- Managed and increased sales of all new and existing customers (our brands/private label) worldwide
- Prepared budgets for quarterly promotional activities for all key accounts, developed and implemented sales
- Built team leadership and managed marketing/sales team
- Developed training materials and conducted brand introductions and sales training internally & with partners
- Reviewed and revised customer contracts
- Developed existing processes to maximize efficiency, improve return-on-investment (ROI), increase use of modern technology, and continuously improve services provided to Dofreeze customers
- Traveled and visited customers to their respective markets like the Middle East, Africa, US, UK, and Asia

BRANDING INITIATIVES:

- Established brand guidelines for all our brands from brand identity, concept, and design for the product packaging, merchandising, and visibility in the trade and its relationship to the customer journey
- Proactively managed product development decisions regarding business growth and new product expansion to existing markets
- Forecasted market penetration for existing and new products
- Proactively handled all promotional ideas/efforts for all brands – across all channels
- Developed Branding Plan to identify and define current and future product positioning

COMMUNICATIONS INITIATIVES:

- Headed internal corporate and client-based communications
- Established clear brand positioning statement as the foundation of communications/creative strategy
- Created internal framework to show consistent advertising
- Partnered with appropriate media forms and events in promoting brands, products, and service
- Managed and organized international events and exhibitions including *Gulfood Dubai, Summer Fancy Food*

Show New York USA, ISM Germany, Vietnam Food Expo, and many others

- Managed content and updates for customers, internal touchpoints, newsletter, social media, and other communications
- Managed development of all communication for both Business-to-Business (B2B) and Business-to-Consumer (B2C) activity
- Led creative team to develop brands' online and print advertising, website development, social media, brochures, videos as well as other marketing collaterals

TRADE MARKETING INITIATIVES:

- Developed marketing tactics and campaigns while leading execution of marketing programs from start to finish
- Determining pricing strategy while exploring the demand curve and analyzing opportunities for segmented pricing
- Maximized returns-on-marketing investment and spend-to-increase sales
- Utilized market segmentation analysis for distribution channels
- Appointed suitable partners/distributors for brands on an international scale
- Determined value and functions of intermediaries and role of incentives
- Determined consumers' needs and implemented an effective segmentation strategy
- Identified customers' and consumers' insights
- Analyzed and monitored competitor and consumer activity to identify opportunities for growth
- Monitored trade activities concerning brands and products' visibility, frequency, and availability

DIGITAL MARKETING INITIATIVES:

- Established framework for marketing in the digital world through engagement, content, data and analytics, platforms, and more
- Understood customer journey and formulated content strategy through digital platforms
- Implemented and scaled agile marketing in looking toward the future
- Implemented marketing automation for effective engagement towards consumers
- Identified marketing attribution and consumers' touchpoints towards marketing transformation
- Strategically used public relations and press releases to build brand awareness and product/market launches
- Created and developed digital marketing strategies including analytics and user experience, ECRM, social media, search engine marketing, and web management
- Managed third-party relationships with the company's online marketing service providers, including but not limited to affiliate partners, agencies, SEO consultants, and more

Accomplishments:

- Increased overall sales annually to 20-percent and Eurocake brand equity in the UAE to 35-percent
- Successfully launched new brands such as *Le Gateau est un Delice* and *Bake Naturly* internationally
- Successfully relaunched and rebranded Eurocake and *Snack Time* divisions on a global scale
- Successfully launched and opened new markets in Asia such as Malaysia, Singapore, Cambodia, Thailand, and in the GCC, Africa, USA, etc.
- Launched and rebranded company website, <https://dofreeze.com/>, as well as that of flagship brand Eurocake, <https://eurocake.net/>, and e-commerce platform at <https://www.dofreeze.ae/>
- Launched and managed social media accounts (*Instagram, Facebook, et al.*) @dofreeze.ae, @euro_cake, @legateauvestundelice and @bakenaturly
- Crafted intricate, attention-grabbing press releases to announce product launches and new market acquisitions, yielding new leads, increased amounts of views, and enhanced branding opportunities
- Managed and closed new multinational accounts/companies such as Mondelez, General Mills, Walmart China, and many others as a result of effective digital marketing efforts (while also achieving first-page ranking on Google search)
- Awarded recent diplomas and certificates from prestigious universities to continuously advance education by attending online courses and additional training sessions

MARKETING MANAGER (DECEMBER 2017 – AUGUST 2018)

Perfect Management Services DMCC, JLT – Dubai, UAE

- Developed marketing plans for prominent Dubai-based management and marketing services company, as well as for customers with specific objectives across different channels and segments
- Executed marketing programs from start to finish
- Drove creative team to develop online and print advertising, website development, social media, brochures, videos, and other marketing collateral
- Managed content and updates for customers, internal touchpoints, newsletter, social media, and other communications
- Digital marketing consultant for Dofreeze LLC

Accomplishments:

- Launched sales website for real estate project in Greece, <https://kalisunvillas.com/>, as well as a holiday booking website, <https://kalisunhouse.com/>
- Launched and managed social media accounts (Instagram, Facebook, et al.) @kalisunvillas and @kalisunhouse

DIGITAL MARKETING MANAGER (SEPTEMBER 2014 – AUGUST 2017)**Sandesh Solutions FZE (formerly DEV International) – Dubai Silicon Oasis, Dubai, UAE**

- Developed digital marketing goals and strategies for Dubai-based company and its clients to identify target audiences
- Managed all web, SEO/SEM, database marketing, email, social media, and advertising campaigns
- Designed, built, and maintained social media presence
- Managed clients and their business goals concerning generating leads and driving sales
- Planned and executed digital content creation
- Managed digital marketing staff in the areas of orientation, training, and educational opportunities
- Exuded proven proficiency in marketing research and statistical analysis
- Managed and optimized ad accounts such as Google Ads, landing pages, Facebook, and other marketing tools
- Digital marketing consultant for Dofreeze LLC

Accomplishments:

- Developed and launched digital marketing campaigns for clients, ultimately generating a 40-percent increase in annual sales.
- Co-founded online portal for the wedding industry at <https://www.weddingchamps.com/> to help suppliers generate leads through PPC, increasing sales to 20-percent monthly – all while assisting couples in finding the perfect supplier for their big day
- Developed brand guidelines, brochures, and other marketing collateral
- Performed ongoing customer/market research and demographic profiling to identify and capitalize on an unmet market need ahead of the curve.

MARKETING EXECUTIVE (MAY 2012 - JUNE 2014)**Advansoff LLC – World Trade Center, Dubai, UAE**

- Supervised, managed, and launched **ezfairs (Fairs and Events Reinvented)** event mobile application designed for exhibitors to drive onsite business during events
- Developed and implemented digital marketing strategy with PPC, SEM, SEO, SMM, and affiliates
- Developed and improved application system
- Created and implemented social media strategy, ad promotions, and email campaigns
- Analyzed market-leading innovators to improve the app and web/mobile portal further
- Engaged in contract management with event organizers

Accomplishments:

- Partnered with 20 event companies and promoted the app during their events, generating 1000 downloads per month and 100-percent new business growth numbers
- Signed 20 deals with two events per month
- Drove product development/application features to grow client downloads and drive sales

OPERATIONS MANAGER (DECEMBER 2009 – MARCH 2012)**Dibaj Gardens for Investment and Services – Khartoum, Sudan**

- Managed operations for Sudan-based investor presentation company on behalf of VC investors in India, Korea, China, France, and Sudan.
- Worked closely with the Chairman of the Board and managed his businesses
- Acted as General Manager when required
- Streamlined and optimized operations
- Analyzed industry, regulatory and economic statistics

PROJECT IMPLEMENTATIONS:

Future University Sudan

- Database analysis and optimization to streamline operations
- Management of sub-contractors
- Team management

DD Crystals Co.

- Operations policies, procedures, and execution
- Team management and coaching
- Sales management and oversight
- Production oversight
- Recruiting
- HR policy development
- Optimization support

CGNPC (China Guangdong Nuclear Power Group)

- Produced study on Sudan's economy and stability (energy consumption)
- Maintained track for energy framework, strategies, and significant policies needed to operate a nuclear power plant in Sudan fully

Manub Mining Co.

- Authored study on Sudan gold-mining, oil, and agriculture as the primary source of revenue
- Closed venture capital agreements with foreign entities for further gold exploration
- Partnered with *Managem Morocco* to manage gold-mining blocks in Sudan, Ethiopia, and Djibouti

Accomplishments:

- Created, presented, and signed nuclear power plant projects amounting to 100 million dollars
- Co-founded, formulated, and established *DD Crystals' Crystal/Glass Shoppe* in Sudan

EDUCATION

BSc, Tourism (2005), *Southwestern University*, Cebu City, Philippines

TRAININGS & CERTIFICATES

Negotiation Mastery (2021), *Harvard Business School Online*
Essentials of Marketing (2021), *Kellogg Executive Education*
AdWorld (2020), *AdWorld Online Conference*
