

REEBU SAJY

Event Operations Manager

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PERSONAL INFORMATION

Date of Birth 9th August 1986
Nationality Indian
Visa Status Employment Visa
Marital Status Married
Driving Status Valid UAE Driving License

PROFILE

A performance driven professional targeting assignments in operations, production and execution of event services. Have been born and brought up in Dubai with work experience for more than ten years which has developed my broad range of knowledge within the events and advertising industry.

CORE COMPETENCIES/SKILLS

- Budgeting and forecasting
- Risk analysis and management
- Onsite management and deployment
- Post event analysis
- Project planning and development
- Vendor Sourcing

CAREER OVERVIEW - MIDDLE EAST (10+ years)

- August 2010 – Present (9 years & 8 months)
Plan B Advertising L.L.C
Dubai, UAE

Designation - Operations Manager (2016 - Present)
Senior Client Executive (2013-2016)
Client Service Executive (2010 – 2013)

JOB RESPONSIBILITIES

- Budget and cost management. Preparing budget sheet and managing costs for in house and outsource production elements.
- Ongoing communication with clients during event planning process to define catering requirements; logistics requirements; health & safety implications; acquiring necessary permits: access requirements and any VIP protocol / special requests.
- Sourcing suppliers on behalf of clients for promotional staff, entertainers & hostesses / customer service; catering; floral & decorative items; A/V; transport solutions and catering; documentation team.
- Onsite management supports for client during the event.

- Currently managing a team of 12 Site supervisors and 3 Production supervisors directly reporting to me, assigning and managing their weekly schedule in terms of execution on different events & exhibition grounds.
- Providing cost-effective solutions in terms of production without compromising on the quality for projects.
- Preparing Delivery schedule/Production checklist/BOQ/Event flow/Project timeline/RAMS for every individual project.
- Liaising with all in-house AutoCAD and technical team for full-proof execution.
- Planning and delivering the complete project from conceptualization till the dismantling.

KEY PROJECTS HANDLED

1. INTERNATIONAL EVENTS

CLIENT	EVENT	YEAR
Russian Consulate – Visit Caucasus	ITB Asia – Singapore	2019
Emaar Properties	Emaar Road Show – Jordan	2016
Emaar Properties	Times Property Expo – India	2016

2. ROAD SHOWS & LAUNCH EVENTS

CLIENT	EVENT	YEAR
DMG	Big 5 Exhibition	2011-2018
Bentley Motors	Bentley GT-3R Car Launch	2015
ITP	House of Bazaar - MOE	2016-2017
DWTC	Ramadan Majlis	2016-2019
Al Sayegh Media	Innovation Week - City Walk	2018
Etihad Rail	Middle East Rail	2020

3. SPORTS EVENTS

CLIENT	EVENT	YEAR
Standard Chartered Bank	Dubai Marathon	2010-2014
Red Bull	Car Park Drift	2015-2016
Dubai Government - DTCM	Good Move Dubai	2016
Sirocco - Heineken	Rugby Sevens	2010-2019
Flash Entertainment	FIFA Club World Cup, AFC Cup	2018-2019
Dubai Sports Council	UCI – Mountain Bike	2019-2020

4. LIVE & ENTERTAINMENT EVENTS

CLIENT	EVENT	YEAR
RedFilo Events	Summer in Abu Dhabi	2011-2013
Sirocco	Tiger Translate Concert	2015
Standard Chartered	Diwali Concert	2016
Wafi	Ripleys Event	2018
MMI	Rugby Sevens	2010-2019
Blu – Jansen Harris	Groove on the Grass	2020

- September 2009 – August 2010 (1 year)
Woodzone Exhibitions and Interiors L.L.C
Dubai, UAE

DESIGNATION - PROJECT EXECUTIVE

JOB RESPONSIBILITIES

- Meeting the clients and noting down their requirements.
- Preparing quotations and follow up on enquiries.

- Planning and preparing an entire production schedule for the confirmed project.
- Project supervision in house and onsite.
- Maintaining close relation with all the suppliers/vendors.

PROJECTS HANDLED

Exhibitions:

- **Cityscape Abu Dhabi 2010 & UAE Interiors 2010**– Porcellan Stand
- **Gulf Food 2010** – Lifebrands, Shura Trading & Olam Stand
- **Arab Health Dubai 2010** – Aloka & J.R Medicals Stand

Road Shows:

- **FIFA Club World Cup 2009 Tour Bus** – various locations all over UAE
- **Blackberry Etisalat Promo stand** – various locations all over UAE

EDUCATION AND PROFESSIONAL EXPERIENCE

- **DIPLOMA IN EVENT MANAGEMENT & INNOVATIVE MARKETING**
Completed the higher diploma course from EVENT MANAGEMENT DEVELOPMENT INSTITUTE (EMDI) – 2009-2010, Knowledge Village, Dubai, UAE.
- **B.Sc. VISUAL COMMUNICATION & ELECTRONIC MEDIA**
Completed the Bachelor of Science in Visual Communication and Electronic Media from HINDUSTHAN COLLEGE OF ARTS & SCIENCE - 2005-2008, Coimbatore, Tamil Nadu, India.

SPOKEN LANGUAGES

English, Hindi, Malayalam, Tamil

REFERENCES (More available on request)

- **MR. ZUBER DHUMDE**
050-4218455
Events Director
SiO2 Events
- **MR. KADER HAIDRI**
055-8893269
Founder
Flow Events