

AALIA PHIRI

EVENT MANAGEMENT PROFESSIONAL

CONNECT WITH ME!

Mobile: 058 - 2070769
Email: lia.phiri26@gmail.com

PROFILE

I am a highly motivated and organised events professional with 2 years of combined experience in planning, coordinating, and executing successful events. Proven ability to manage multiple tasks simultaneously, prioritise effectively, and meet deadlines in a fast-paced environment. Experience working in both professional and volunteer settings, demonstrating a passion for the events industry and a commitment to exceeding expectations.

SKILLS

- Event planning and coordination
- Customer service & client management
- Vendor and venue liaison
- Budget Management
- Logistics Coordination
- Problem solving and adaptability
- Communication and interpersonal skills
- Detail-orientated
- Multitasking and meeting tight deadlines
- Emotional Intelligence
- Microsoft Office (Word, Excel, Powerpoint)

INTERESTS

- Volunteering
- Learning Languages
- Photography
- Reading

NOTABLE

- Certified in First Aid (Level 1, 2018)
- Dubai Way Level 2 Champion (2018)
- International Computer Driving License - Base Level

WORK EXPERIENCE

SALES MANAGER - RETAIL

Global Village, Dubai | 2025

- Actively listened to customers to assess their needs and preferences
- Advised CEO on trends and products in the market
- Managed store inventory
- Handled the payments, complaints and product exchanges.

EVENT CREW - GULF FOOD

Xenial Events | February 2025

- Managed various zones during the event.
- Assisted attendees and exhibitors with inquiries and guided attendees to booths.
- Registered attendees.
- Managed the crowd and ensured smooth traffic in the venue.

ZONE MANAGER - DUBAI FITNESS CHALLENGE

Brag | October 2024 - November 2024

- Managed collection zone for Dubai Ride and Run.
- Managed different zones and assisted attendees with inquiries.
- Kept up inventory of merchandise.

ZONE MANAGER - DUBAI FITNESS CHALLENGE

Brag | October 2023 - November 2023

- Assisted with onsite setup of registration and supervised onsite volunteer.
- Maintained registration website and managed the registration process as well as overlooking various sports zones.
- Assisted attendees during registration and responded to inquiries.

PROJECT MANAGER

Avantgarde Brand Services | November 2022 - June 2023

- Assisted in planning, managing and executing luxury, international and multiple local projects
- Oversaw various event aspects onsite such as hostesses, valet, entertainment, set-up and more.
- Identified gaps in resources and developed effective and efficient resource lists such as venue and supplier lists.
- Attended team and client meetings to record minutes and next steps
- Developed project delivery insight and knowledge, and kept up-to-date on trends such as new event technology, production and more.

BUSINESS CONSULTANT - UNIVERSITY PROJECT

Business Consultant for DFRE | April - July 2022

- Offered expert advice and recommendations for DFRE for the Retail Calendar.
- Conducted extensive research on market competitors to benchmark Dubai and identify gaps in the Retail Calendar.
- Offered various recommendations for the Retail Calendar that will attract tourists and increase revenue.
- Created a client presentation and report to present ideas and suggest further actions.

EVENT ORGANISER - TEC EVENTS VOLUNTEER

Expo HSBC Bollywood Gala Dinner | November 2021

- Oversaw VIP guests arrival to the event hall.
- Coordinated with the team to ensure VIP guests had a quick and comfortable journey to the event venue.
- Ensured any queries they had were answered.

USHER

Fashion Forward Dubai | October 2019

- Helped set up the halls.
- Assisted VIP attendees in getting seated.
- Ensured that everyone got a seat if the hall was too full.

GUEST MANAGER - VOLUNTEER

Arab Fashion Week | October 2021

- Welcomed guests and managed their questions, requests and complaints.
- Reviewed guests tickets to ensure they were seated in the correct area.
- Ensured that shows began and ended on time.
- Secured seating for VIP guests.

EVENT EXECUTIVE

Interact Events | April - September 2019

- Researched and managed suppliers.
- Assisted in designing the venue for the Sports Industry Forum Abu Dhabi 2019 and planning sports activities.
- Roaming Mic at SIF Abu Dhabi 2019.
- Created presentation of analytics and stats to show to the Government of Education.
- Researched and contacted schools to participate in the Dove Self Esteem Project.
- Created presentations on the Dove Self Esteem Project based on the analytics and statistics from the pilot.

EVENT CREW - VOLUNTEER

Emirates Airlines Literature Festival, Dubai | March 2019

- Assisted in registering attendees, answering questions and giving directions.
- I was the 'Roaming Mic' during the Author Q&A sessions.
- Ensured crowd control whilst ushering attendees during the busy Author signings.

STAGE ASSISTANT AND ROAMING MANAGER

Formula 1 | Nov 2018

- Ensured the artists were aware of their schedules.
- Arranged transport for the artists to the correct oasis.
- Checked the green room had the necessary supplies required.
- Managed the acts making sure they were on time.
- Made sure transport was ready to take them to their next acts.

SALES MANAGER - RETAIL

Global Village, Dubai | 2015-2017

- Worked in a busy environment which enhanced my customer service skills and allowed me to meet a variety of people.
- Advised CEO on trends and products in the market
- Handled the payments, complaints and product exchanges.

EDUCATION

LIVERPOOL JOHN MOORES UNIVERSITY, DUBAI

Bachelor of Arts with Honours - Events Management

- Years Attended: September 2018 - October 2022

JURASSIC INSITITUE OF MANAGEMENT &

TECHNOLOGY, DUBAI

Auto CAD and 3D Max

- Years Attended: 2017

A LEVEL, DUBAI

Psychology

- Years Attended: 2015