



Alina A. Ansari

BA, AMERICAN

Contact Details

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Jumeirah Living World Trade Center,
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Education

University of Wisconsin, Madison, WI USA
Bachelor of Arts (BA) in Economics,
Business Concentration 2008

Brookfield Central High School, WI USA
Honors Graduate, 2004

Professional Summary

I'm a creative and account director passionate about event planning and people. With a meticulous eye for detail, I specialize in luxury client experiences across the UAE for clients in business, government and philanthropy. My background in account and client management accompanies 15 years of experience in event management, branding, marketing, advertising and public relations. The event agency I co-founded produced an annual revenue of \$5 million and serviced financial, residential, and hospitality clients including UBS, J.P. Morgan, HSBC, Credit Suisse, InterContinental Hotels Group, She's Mercedes, Cartier, Bank of Singapore, Jumeirah, Meydan & ADTCA (Abu Dhabi Tourism & Culture Authority).

EBB THE EVENT AGENCY, DUBAI, UAE

Creative & Account Director, Event Agency • July 2012 - December 2024

A full-service event design & production agency with a global and regional client portfolio including UBS, Mercedes, ADTCA, J.P. Morgan, HSBC, Bank of Singapore and Tamkeen's Aspen Ideas Festival.

- Managed and led all client accounts, owned communications and exceeded client expectations
- Responsible for the daily management of all accounts and event production, including venue and vendor research and selection, timelines, staffing, logistics, guest experience, and creative production
- Generated new business, pitches and accounts
- Worked and managed cross-functional teams of client, creative, PR, media, 3rd party suppliers and sponsorship departments and agencies
- Operated as regional partner for clients in managing guests and keeping production aligned to agreed plan and scope
- Designed & managed the UBS account from 2012 onwards
- The UBS account included all, on track, side events & activities during F1 Abu Dhabi Grand Prix with a focus on their UHNW guests - EBB acts as their regional partner for all events including their new global platform Unlimited* & UBS Unique
- Designed & managed the HUM Awards Show, Pakistan's largest TV network of a live audience of 2000 and watched by 5 million globally with ticket sales of 1,250,000 aed
- Designed and executed all creative components of complex, multi-million dollar productions, including ground plans and layouts, onsite security, transportation, F&B, and entertainment
- Defined the client's brief, objectives & goals and translated this into the big idea
- Managed the sourcing & production of items with the in-house production team and/or 3rd party suppliers
- Proficient in project management tools and online systems including Microsoft 365, Google Workspace and Slack
- Managed client, strategy, campaign and event timelines and budget to ensure alignment
- Acted as lead on communication strategy with client on concepts, all design related items, budgets and plans
- Managed and led the EBB team of 5-8 employees

CARTIER, DUBAI, UAE

Temporary Project Manager, Cartier UAE & India • January 2022 - April 2022

- Managed, led and designed Cartier's commercial pop up, an immersive experience and the opening gala dinner at the SMK Royal Tennis Tournament under Sheikha Shaikha bint Mohammed bin Khalid Al Nahyan in Abu Dhabi
- Collaborated, liaised and managed all stakeholders including Cartier's commercial, client, PR, VM, logistics, HQ, boutique and security teams alongside third-party suppliers for the SMK event
- Defined and worked with the Marketing Head and Client team on the objectives, sales and capturing of new potential clients
- Gathered and collected the reports and sales from the boutique team and shared with all stakeholders including HQ
- Managed from A to Z Cartier's High End Moment event focusing on the Panthere Collection in Abu Dhabi
- Created briefs & RFPS for event, media & production agencies and successfully worked with the selected agencies for the deliverables
- Created and produced video content and printed artworks
- Worked closely with the High End experts, leather, home objects and VM teams to create the VM mapping for the High End Moment events
- Identified, sourced, negotiated and secured the event venue in Abu Dhabi and also collaborated with the venue inviting their Royal and UHNW guests as new potential clients
- Defined and help identify the objectives and sales targets with all stakeholders and communicated the results post event
- Created the entire event journey from save the date, event experience, gifting and post event follow up for the High End Moment Events
- Managed from A to Z Cartier's High End Moment in boutique event at Dubai Mall Grand Atrium

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PROMOSEVEN 360, DUBAI, UAE

Sr. Account Executive, Advertising & Communications Agency • May 2011 – July 2012

Part of McCann Worldgroup, MCN, and IPG and provides 360° integrated communications solutions in advertising and marketing.

- Key account handler for InterContinental Hotels Group (IHG) for the MENA region
- Managed the client's brief and objectives and acted as key contact between the client and creative department
- Worked with McCann Manchester for IHG's global campaigns to ensure they are fitting for the MENA region
- Acted as the brand ambassador & brand checked all local hotels throughout MENA to ensure IHG brand guidelines have been met and worked with local hotels to ensure their communications & campaigns were on brand
- Worked on pitches for new business accounts
- Worked with media agencies and various suppliers for the buying of media and execution of campaigns

FORMUL8, DUBAI, UAE

Account Executive, Advertising & PR Agency • April 2010 – May 2011

Singapore-based advertising and creative agency. In Dubai, Formul8, worked exclusively with Meydan for two years including: Dubai Racing Club, Emirates Racing Authority, Dubai Equestrian Club and The Meydan Hotel (at time managed by Jumeirah Group).

- Managed the Jumeirah account and acted as the key contact between the client and our creative department in Dubai & Singapore
- Briefed creative department on all above-the-line (ATL) and below-the-line (BTL) requirements
- Pitched strategy, creative concepts, design and copy for client's approval
- Successfully communicated client's feedback on all projects to ensure client's goals and needs were met under tight deadlines
- Implemented various tactical campaigns from pitch to production/execution depending on project
- Acted as a key liaison between various suppliers including modeling agencies, recording studios, media agencies, videographers, and stylists for all ATL campaigns and worked closely with various production houses for BTL jobs
- Supported the PR department during press conferences and pitched breaking news and events including Super Thursday 2010 and 2011 (attendance of 8,000+ and performance by Sting) and Dubai World Cup 2010 and 2011 (event attendance of 60,000 and performances by Elton John and Carlos Santana) to global key media
- Developed new business leads for new clients and actively participated in the pitching process and won a few new accounts/campaigns

INTERPLAST CO. LTD (COSMOPLAST INDUSTRIAL CO.LLC), SHARJAH, UAE

Marketing Executive, FMCG Company • May 2009 – April 2010

- Created corporate and product catalogues
- Conducted photo shoots and retail copywriting of products
- Executed corporate tutorial videos for new product launches
- Organized and conducted company's participation in exhibitions such as Gulfood
- Conducted market research to support new product launches
- Handled the branding and design guidelines for the packaging of retail FMCG items
- Briefed and worked with creative agencies to execute certain deliverables