

KAMAKSHI HANDA

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PROFILE SUMMARY

Strategic marketing professional with proven expertise in event management, project coordination, and brand communications across high-impact sectors including tech, government, automotive, and retail. Successfully delivered multimillion-dollar campaigns and events across the GCC, while building operational strength in procurement, vendor management, and executive support. Recognized for seamlessly bridging creative strategy with operational execution, and for driving results in fast-paced, stakeholder-driven environments.

EDUCATION

- **M.A. in Media & Communication | Manipal Academy of Higher Education – UAE | 2019**
 - *Achieved a 9.0 GPA and the Academic Excellence Award*
- **B.A. in Advertising & Marketing | Lancaster University – UK | 2013**
 - *Graduated with a Second-Class Honors, Upper division*
- **High School | Kuwait English School – Kuwait | 2010**
 - *Deputy Head Girl*

PROFESSIONAL EXPERIENCE

Department of Economy and Tourism (DET) – Dubai Government

Project & Operations Coordinator | Mar 2024 – Mar 2025

- Co-led the award-winning Dubai Always Gamification Project targeting GCC and India; managed agency coordination, game launch, KOL engagement, and campaign performance (769K users, 97M reach, ROI USD \$1.2M).
- Handled end-to-end VIP and celebrity itinerary planning including flights, visas, accommodation, and curated experiences — aligned with government protocol and departmental budgets.
- Oversaw department procurement processes (iProcs/LPOs), supplier onboarding, invoicing, and monthly budget reporting.
- Managed the AVP's calendar, inbox, public appearances, and day-to-day administrative operations.
- Coordinated internal training sessions, leave tracking, attendance, and department-wide admin tasks, including IDPs/IPC's and C2C mailbox.
- Supervised and onboarded the department intern, ensuring smooth integration and timely task completion.
- Maintained project tracking systems to ensure timely execution and delivery across teams.
- Created content and reports for DGRs, Townhalls, and City Briefings in alignment with branding and design guidelines.

Microsoft, UAE

Marketing Communications and Events Executive | Aug 2019 – Dec 2023

- Planned and executed major tech events across UAE and KSA (GITEX, GISEC, LEAP, Satya Nadella's visit) with budgets exceeding \$3M, managed end-to-end logistics, vendor coordination, and on-site operations.
- Led campaign execution and content planning in collaboration with digital, PR, and design teams to ensure brand consistency across all media.
- Developed emailers, newsletters, and post-event communications tailored for customer and partner engagement.
- Coordinated with CMO and GTM leads to manage budgets, track ROI, and align marketing activities with business goals.
- Handled admin and procurement tasks including POs, supplier onboarding, invoicing, and RFP reviews.
- Built and maintained vendor relationships, negotiating favorable terms across F&B, giveaways, production, and logistics.
- Managed administrative processes including purchase orders and approvals, while liaising with compliance, legal, data privacy, and audit teams to ensure adherence to internal and regulatory standards.

V-KOOL: UAE, Kuwait, Oman

Marketing Executive | Feb 2016 – Dec 2018

- Managed social media for VKOOL across UAE, Oman, and Kuwait, boosting brand awareness and lead generation.
- Produced engaging content aligned with automotive trends for timely and relevant social media delivery.
- Led the flagship showroom launch in Oman, coordinating with internal teams and external agencies.
- Handled quarterly budgets and allocated resources for online and offline marketing.
- Onboarded PR, creative, and marketing agencies for email, SMS, and digital campaigns, ensuring brand consistency.

Apparel Group, UAE

Brand Marketing Intern | Dec 2015 – Feb 2016

- Supported brand managers in executing online and offline campaigns across footwear, fashion, beauty, and F&B brands.
- Assisted with Apparel Group's presence at Dubai Bridal Show, coordinating booth setup, creatives, giveaways, media, and on-site staff.
- Wrote copy for brochures, PR, website, and other marketing collateral.
- Compiled year-end reports on marketing spend, footfall, campaign performance, and event leads.

PH7, KUWAIT

Project Coordinator | Mar 2014 – Nov 2015

- Built relationships with Kuwait's key cultural figures to source content for a luxury men's lifestyle publication.
- Coordinated with stakeholders and teams to support the successful execution of the Kuwait Yacht Show.
- Worked with external agency to enhance the company website, boosting traffic and brand visibility.
- Managed magazine production with creative, sales, and editorial teams to ensure timely delivery and quality control.

BBDO, KUWAIT

Client Servicing Intern | Sep 2013 – Dec 2013

- Voice-over artist for Kuwait's largest telecom provider, collaborating with account managers on creative, goal-driven campaigns.
 - Conducted market research, reviewed assets, and supported product launches to improve customer satisfaction.
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CORE COMPETENCIES

Project & Event Management | Stakeholder Coordination | Vendor Management | Content Development | Brand Communication | Social Media Marketing | Procurement & Budgeting | Executive Support | Influencer Relations | Cross-functional Team Leadership

LANGUAGES

Hindi, English, Urdu, Arabic (basic reading and writing)

TECHNICAL SKILLS

Windows & macOS | MS Office Suite | Hootsuite | Tagger | Asana | Umbraco | GRP (Govt. Resources Planning) | Slack | Spider Impact | Sprinklr

CERTIFICATIONS

- Digital Marketing – EduPristine, Delphi Training Institute, UAE (2018)
- Google Ads Display Certification (2022)

PERSONAL INTERESTS

Health & fitness | Stand-up comedy | Content creation | Travel & cultural exploration | Reading & documentaries