

Sarah McNeil

Co-founder and CEO



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Dubai

CAREER OBJECTIVE

A dynamic Marketer with a proven track record of success in marketing and a rich entrepreneurial background, having successfully launched and managed a boutique Social Media and Marketing agency in Dubai. I bring a unique blend of strategic vision and hands-on experience, My entrepreneurial journey has equipped me with invaluable transferrable skills, including strategic planning, brand development, and effective team leadership. Eager to leverage this experience in a senior role to drive innovative digital solutions and elevate brand presence in a dynamic corporate environment.

EXPERIENCE

CO-FOUNDER AND CEO, Dubai

Yoke Communications, February 2019–Present

- Strategic Leadership - spearheading the development and execution of Yoke's overall strategy.
- Business Development - driving revenue growth through client acquisition, partnerships and service offerings
- Team Management - building and leading high-performance teams, encouraging a collaborative and innovative culture within the agency.
- Client Relations - nurturing strong relationships with clients, ensuring satisfaction, and understanding their evolving needs.
- Industry Trend Analysis - staying current with social media trends, algorithms, and emerging technologies to guide the agency's approach and maintain a competitive edge.
- Hands-On Involvement - actively participating in the day-to-day operations, including project approvals, and overseeing larger scale photoshoots and clients to ensure quality and client satisfaction.
- Financial Oversight - managing and overseeing all financial aspects of the agency, including budgeting, financial reporting, and ensuring positive financial growth.
- Human Resources - sign off on HR functions, including recruitment and training.

MARKETING MANAGER, Dubai

The Grooming Company, May 2016–January 2019

- Managing the Marketing, PR & Digital Communications for 3 award-winning grooming concepts with 23 branches and over 500 employees in the Middle East (N.Bar, 1847 and JetSet).
- Responsible for creating and managing brand strategies and developing visibility both off and online to drive footfall, customer retention, customer acquisition and profitability.
- Managing all three brands' digital platforms by working closely with the social media executive and digital agencies.
- Monitors and manages brand's online presence & awareness by ensuring relevant online presence & brand content whilst reaching online goals including traffic to site & online bookings.
- Managing the concept development and delivery and controlling the timely management of deliverables, driven by a customer-centric approach driving ATL, BTL, PR and integrated digital activations.

- Building and sustaining relationships with franchise partners, advising and supporting on marketing activity, acting as a brand guardian to ensure that all licensee marketing is aligned with the regional brand strategy.
- Action orientated management and coordination between stores & key departments; finance, training, operations, and procurement.
- Designing KPI's, budgets and ROI. Controlling and monitoring the marketing spend to ensure optimum allocation of resources to support and validate strategy and implementation.
- Team leadership, coaching and support.

ASSISTANT MARKETING MANAGER, DUBAI

RSH Limited (Now Al Futtaim), June 2015–May 2016

- Led marketing initiatives for over several prestigious international consumer brands in the GCC, including iconic names such as BCBGMAXAZRIA, bebe, Ted Baker, Vince Camuto, Stadium, Umbro, and Speedo.
- Strategically implemented comprehensive Digital & Traditional local Marketing strategies, aligning them seamlessly with overarching global business objectives.
- Cultivated and maintained robust relationships with global teams of the represented brands, ensuring seamless communication and collaboration.
- Timely execution and monitoring of marketing campaigns and initiatives, overseeing press and consumer brand events for seasonal collection launches.
- Fostered and managed relationships with major external agencies, challenging them to uphold the highest standards of communication and creativity.
- Monitored marketing budgets and plans for each brand, ensuring meticulous oversight to align marketing spend with predefined budgetary constraints.

SENIOR MARKETING & PR EXECUTIVE, Manchester

Regatta Ltd, July 2013–April 2015

- Provided comprehensive marketing support for Dare 2b, a prominent sportswear brand within the Regatta Ltd Group, catering to both trade and consumer audiences.
- Development of marketing support materials, managing the production of dynamic seasonal trade brochures.
- Led the charge in product photography, preparing for European photoshoots and collaborating with creative agencies to ensure impactful seasonal campaigns.
- Oversaw eCommerce seasonal site updates, implementing design templates, and managed content schedules for optimal user engagement.
- Crafted regular, engaging content for newsletters, static pages, and branded homepage features, actively promoting and managing all social network platforms.
- Provided robust retail support through the production of POS materials, seasonal training manuals, and preparation of brand presentations for key retailers.
- Executed PR responsibilities, including the creation of press releases, fostering relationships with journalists for product testing and reviews, and active participation in PR projects and promotions.
- Managed marketing requirements for foreign offices, ensuring a consistent and impactful brand message across all marketing materials.

ECOMMERCE ASSISTANT, Manchester

Flannels, July 2011–June 2013

- eCommerce support for online UK luxury retailer, Flannels Fashion who stock luxury brands including Prada, Gucci and Miu Miu.
- Product photography including styling and product descriptions.

- Website content writing and helping with weekly newsletters.
- Basic SEO execution.
- Photoshop and mapping of products for the website.
- Uploading images and processing filters for the website.
- Customer service.
- Execution of various events including Manchester Fashion Week and in store charity events.

EDUCATION

BSC (HONS) IN INTERNATIONAL FASHION MARKETING, Manchester

Manchester Metropolitan University, June 2013

ADVANCE AVCE IN BUSINESS, East Berkshire

East Berkshire College, June 2006

GCSE'S, Burnham

Burnham Grammar School, June 2004

REFERENCES

References available upon request