

CHELLY MEGALE

COVER LETTER

To Whom It May Concern,

I am currently serving as People Director at Incubeta Digital Advertising, where I lead strategic, people-centric initiatives that drive both organizational success and individual growth. My focus spans across talent acquisition, leadership development, employee wellbeing, and workplace culture - always grounded in actionable planning, project ownership, and measurable results.

With over 15 years of experience managing high-performing teams, I have consistently balanced business acumen with a passion for talent and people development. I'm known for delivering results through clear project planning, stakeholder alignment, and a coaching-led approach that empowers individuals to thrive.

In my previous role, I led the cultural transformation of a global agency, elevating employee engagement from 69.8% to 88.1% - the highest score in company history - through targeted initiatives across wellbeing, DE&I, and career development. I approach HR as a strategic enabler, using structured initiatives to turn culture into a competitive advantage.

While my title may align with HR, I see my role as a catalyst for empowerment and transformation - creating environments where employees can thrive and organisations can unlock their true potential. For me, nurturing and empowering people isn't just a responsibility; it's a passion that fuels the success of the entire organisation.

Beyond my professional life, I'm an avid reader, an enthusiastic cook, and a surfer who finds joy in the ocean. And yes, I'm a proud Harry Potter fan!

I would be excited to bring my expertise, energy, and passion for people-centric leadership to your team. Thank you for considering my application. I look forward to the possibility of contributing to your organisation's success.

Best regards,

Chelly

CONTACT

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WORK EXPERIENCE | HUMAN RESOURCES

People Director | Incubeta MENA and Global Creative Hub April 2024-present

- **Led high-impact HR transformation projects:** including risk mitigation frameworks and compliance readiness programs, achieving a measurable reduction in regulatory exposure.
- **Directed cross-functional programs:** designing and rolling out tailored development plans as part of a wider talent review cycle.
- **Scoped, launched and managed engagement initiatives:** that improved satisfaction scores and reduced turnover across key departments.
- **Managed global alignment projects:** overseeing the rollout of OKRs, PDPs, recognition programs, and workflow enhancements across multiple markets.
- **Optimized Talent Acquisition Strategy:** aligning hiring pipelines with strategic growth priorities and enhancing candidate experience.
- **Restructured in-market HR Team:** aligning resources with business objectives, and delivering improved service levels and team responsiveness
- **Support project set up for new market expansion (KSA):** managing compliance, onboarding structures, and employee frameworks.

Head of People | VML (former VMLY&R and Geometry) Nov 2019-Feb 2024

- **Spearheaded a company-wide culture transformation:** driving a project that raised engagement from 69.8% to 88.1%, the highest score in company history.
- **Developed and executed Talent Strategy Roadmap:** aligning initiatives to business goals with clear deliverables, timelines, and success metrics.
- **Project managed end-to-end implementation:** of career development and learning & development programs with 100% uptake across all departments.
- **Designed and led employee lifecycle improvement projects:** focusing on onboarding, career pathways, DE&I, and wellbeing.
- **Managed HR compliance projects:** ensuring documentation, processes, and benefits systems met legal and operational standards.
- **Led CSR campaign regionally:** overseeing logistics, comms, and reporting in partnership with the global Foundation team.

I EMBODY THE TRIPLE C

Colourful: as a Brazilian, I bring a vibrant and positive outlook, consistently focusing on solutions and opportunities.

Cultural Agility: having lived in 5 countries, I am adept at navigating diverse environments, embracing different cultures, and building connections across borders.

Competence: with a strong track record of delivering results, I am dedicated to excellence and committed to achieving the highest standards in every endeavour.

KEY QUALIFICATIONS

6 years' experience in HR

14 years' experience in client servicing and project management

In-depth knowledge of agency and operations

Employee lifecycle management

Strong organisation skills

EDUCATION

CIPD Level 5 People Management – WIP Bachelor in Advertising -FIAM, São Paulo, BR
Graduated in December 2007

ADDITIONAL ACTIVITIES

Certified Mental Health First Aider – training from The Lighthouse Arabia, May 2022

New **UAE Labour Law Training**
CIPD, March 2022

Part of the **People's Team** at Geometry Dubai while working as CS, to help enhance the employee experience and make the agency a great place to work, from 2018

WORK EXPERIENCE | CLIENT SERVICE

Group Account Director | Geometry Dubai

Jul 2017-Sep 2019

British American Tobacco

- **Led** the account with a team of 4, managing around 20 projects simultaneously.
- Launched Pall Mall brand in GCC - it became the #1 brand in Saudi in 18 months with 22% SOM.
- **Launched** Kent in KSA, reaching 0.7% SOM in 2.5 months.
- **Established** the Kent portfolio in key markets.

Account Director | Geometry Dubai | May-Oct 2016

(freelancer contract) *GSK, Lenovo, and Unilever*

- **Worked on strategic shopper activation** and experiential projects and initiatives across KSA and the UAE.
- **Developed shopper toolkits** for GSK across MENA

Account Director | Geometry Vietnam | Jul 2014-Aug 2015

- **Coordinated international brands** across Vietnam, Myanmar, and Cambodia – brand plan, project management, timeline, and budgeting.

Project Director | Geometry Australia | Oct 2013-May 2014

Jack Daniel's and British American Tobacco

- **Managed trade marketing projects** (across brands), due to plain packaging restrictions – focusing on profitability deliverables for Retailers.

SAM | BCG2 Auckland | Feb 2013-Sep 2013

(mat. leave cover) *Canon and D.E. Masterblenders*

- **Managed masterbrand campaigns** for Canon and Moccona coffee.
- **Worked on the launch campaign** of a new coffee brand, Bach coffee, focused on deep local insights.

Account Director | G2 Brazil | Mar 2009-Jan 2013

Panasonic and British American Tobacco

- Managed to launch a masterbrand campaign for Panasonic, marking a new era of the brand in Brazil.
- Coordinated the Americas region for the Dunhill brand.
- Developed toolkits to support end markets launches.
- Supported the launch of Dunhill in 6 markets in 6 months.

Marketing Executive | Yázigi School, Brazil | Jan 2008-Mar 2009

Account Executive | JWT Brazil | Aug 2006-Oct 2007

Intern | New Incentive, Brazil | Mar 2005-Aug 2006

Financial Education course, 2008
Exchange Program, Work & Travel,
Washing DC, USA, 2006
Language study, Auckland, NZ, 2003
Leader Training, **Coaching & Mentoring**.

VOLUNTEER WORK

Dubai | 2022-2023

VML Foundation Day

Organised the initiative to provide food hampers to blue-collar workers in the UAE in partnership with *Feed a Labour*.

Organised and helped *Sustainable City* to plant trees & clean up the common areas

Dubai | 2016

Friends with Marianne

Part of the group from the EK Pilot's Wives to help collect donations to send to countries in Africa.

AACC | 2009-2011

Institution to help children with cancer

Promoted events to raise money.

Worked as an 'entertainer' on the weekends – organising movie day, picnic day, fun activities.

Orphanages | 2001-2002

Orphanages in São Paulo

Worked with tutoring teenagers, mainly helping with History and English subjects.

Organised sports and craft activities.

INTERESTS



REFEREES

Upon request