



LAURIANA D'SOUZA

Administration, Operations & Project Coordination Professional
25+ Years UAE Experience
Dubai, UAE
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Professional Summary

Administration & Operations professional with 25+ years of UAE experience in office management, workflow automation, team coordination, and process improvement. Proven track record supporting senior leadership, optimizing operations, and delivering high-profile projects across GCC, Europe, and Asia.

Core Strengths

- Office Management & Administration
- Workflow Automation & SOP Implementation
- Team Coordination & Staff Support
- Project Coordination & Reporting
- Vendor & Client Management
- Procurement, Inventory & Budget Control
- Travel, Calendar & Meeting Management
- Process Improvement & Operational Efficiency
- Document Control | MS Office | Canva

Professional Experience

Production & Operations Support | Pulsar Activation Agency / Beyond The Line FZ LLC / Brandscape / Delta Printing
Jan 2007 – Present

- Managed production & operations for global brands including Disney, Mars, Hershey's, Samsung, Richemont, Nivea, Aptamil, OSN, Land Rover.
- Coordinated manpower planning, procurement, inventory, logistics, and project documentation.
- Reduced overtime by 40%, saved 20% in logistics costs, managed projects for 20+ global brands.
- Supervised international event setups across GCC, Europe & Asia.
- Ensured seamless communication with clients and vendors for approvals and deadlines.

Assistant Project Administrator | ARC Worldwide (Leo Burnett Group), Dubai
Jan 2006 – Dec 2006

- Assisted with project planning, workflow scheduling, and client servicing.
- Prepared briefs, reports, and vendor documentation, ensuring timely delivery.

Office Administrator / Traffic Coordinator | Halogen Response Media (Leo Burnett Group)
Jan 2003 – Dec 2005

- Coordinated workflow between creative, production, and client teams.
- Managed documentation, approvals, and project timelines.

Senior Administrator & Logistic Associate | RMS Premiums & Corporate Gifts, Dubai
Feb 2000 – Nov 2002

- Oversaw office administration, procurement, correspondence, and shipment logistics.
- Coordinated supplier quotations, invoices, and client communications.

Personal Assistant to the CEO | Aal Mir Group of Companies, Sharjah
Aug 1997 – Jan 1999

- Managed executive schedules, travel, meetings, and confidential documents.
- Coordinated with international suppliers and factories.

Executive Secretary | Marco Polo Gulf Trading FZE, Dubai
Oct 1992 – Jan 1997

- Provided secretarial support, procurement follow-ups, and logistics coordination.

Key Achievements

- Delivered high-profile projects for 20+ multinational brands across 15+ countries.
- Reduced operational overtime by 40% and logistics costs by 20%.
- Successfully managed international event setups in GCC, Europe & Asia.

Education

- Postgraduate in Office Management & Administration – Cambridge University (New Jersey, UK)
- Bachelor of Arts – University of Mumbai

Training & Certifications

- Project Management – Formatech Dubai
- Inventory Management – Formatech Dubai
- Emotional Intelligence – TECOM Dubai
- Leadership & Achievement Workshop – AIM Worldwide Dubai
- NLP Diploma – Haris Syed Coaching, Dubai
- Nutrition & Diet Consultancy (KHDA Certified)

Languages

- English (Fluent) | Hindi (Fluent)

Personal Details

Nationality: Indian | UAE Driving Licence | Residence Visa Holder

Volunteer Work

- SNF Children's Development Center – Special Needs Support
- Safe & Sound UAE – Breast Cancer Awareness
- Dubai Autism Center – Activity Support

References available upon request