

RITA ROSEN

Marketing Professional
Portfolio



ABOUT ME

I am Dubai based marketing professional, with profound practical experience of over 15 years. I provide **FULL SCOPE of Marketing services**, including: complex marketing strategy development, branding and logo development, positioning, reputation building, marketing activities planning, online campaigns management, digital and websites development in Middle East and internationally.

Areas of Expertise

- **Marketing Strategy:** Development and execution of integrated marketing plans
- **Marketing Budget Development:** Strategic allocation of resources for maximum ROI
- **Events Management:** Planning and coordination of internal and external events with recognized excellence, including work for *H.H. Sheikha Shamma bint Sultan bin Khalifa Al Nahyan*
- **Digital Marketing:** Website development, SEO optimization, and performance tracking
- **Branding & Rebranding:** Visual identity development and brand consistency across channels
- **Content Creation & Copywriting:** Engaging storytelling tailored to target audiences
- **Social Media & Advertising:** Campaigns strategy, content calendars, and performance analytics
- **Paid Media:** Google Ads, PPC campaigns, and optimization across digital platforms
- **Analytics & Tools:** Proficient in Google Analytics, Ahrefs, and Semrush for data-driven insights
- **Internal Marketing & Brand Engagement:** Strengthening organizational culture through internal communications and brand alignment

Rita Rosen

Rita has been working in Dubai since 2015, **mainly for B2B, professional services sector.**

She was Head of Marketing at PwC ME, Deloitte and BDO in UAE. Her key projects include Abu Dhabi semi-government organisations and businesses, such as ADNOC, EGA, ADIO, GWU, and a number of international businesses.

Rita delivered Marketing projects in UAE, KSA, SA, Europe, Canada and USA.

“I possess the essential skills to achieve results, saving valuable time and consistently delivering high-quality outcomes to represent your business at its BEST.”

KEY FACTS About Me

Higher Education

Kyiv University of Economics and Law, 1994 – 1999, Ukraine, Masters

PwC London, UK – Leadership training course, 2006 September – December

Mastering Advertising and Marketing Course, Kyiv, Ukraine – 2007 September – December

- **Received highest professional recognition** from *H.H. Sheikha Shamma bint Sultan bin Khalifa Al Nahyan* for excellence in marketing and event management
- **Countries worked in:** 15 (across the Middle East, Europe, and Asia)
- **Team managed:** 25 marketing and communications professionals
- **Offices supervised:** 9 regional branches under unified marketing and branding direction
- **Largest business event managed:** 1,500 attendees
- **Longest event delivered:** 5 consecutive days of business sessions and networking
- **Smallest training conducted:** Workshop for 25 professionals on strategic marketing
- **Conference speaker:** Presented at a major marketing and business conference in *Dubai, 2018*
- **Long-lasting professional relationships:** Received a reference and client endorsement after **15 years of continuous collaboration**: demonstrating reliability, trust, and sustained performance
- **Expertise in** marketing strategy, digital transformation, and brand development for both public and private sector entities
- **Certified in** Google Analytics, SEO, and performance marketing tools (Ahrefs, SEMrush, PPC)
- **Strong cross-cultural communicator**, adept at managing teams and stakeholders across diverse regions



PORTFOLIO: Saudi Experience

Experience in Saudi Arabia

Country: Kingdom of Saudi Arabia SA

Duration: 1 year

Project Scope: Development and execution of a comprehensive **marketing strategy** for an international trade company operating in the B2B sector

Key Responsibilities & Achievements:

- Designed and implemented a **marketing and strategy** tailored to the Saudi market
- Developed a unified **branding strategy** for a Multi-Business Units company
- Conducted **B2B engagement and business development meetings** with local factories and industrial partners in Riyadh
- Led the **branding process** from concept creation to final implementation, including **logo, visual identity, and marketing collateral**
- Created a brand framework that works across diverse products and markets
- Aligned all Business Units under a cohesive identity while preserving recognition
- Ensured alignment with Saudi market trends, localization standards, and cultural communication styles



PORTFOLIO: CORPORATE

Key Responsibilities & Contributions:

- **Creation of Social Media Governance Frameworks**

- Developed guidelines, brand voice standards, compliance rules, and escalation procedures.
- Ensured all business units follow unified communication protocols.

- **Building Cross-Functional Collaboration Models**

- Set up workflows between Marketing, Sales, HR, Product, and Communications teams.
- Coordinated content intake processes and approval chains to maintain quality and consistency.

- **Role Definition and Team Structuring**

- Defined responsibilities for content creators, designers, copywriters, coordinators, and approvers.
- Clarified ownership of channels: who creates, who reviews, who publishes.

- **Developing Content Pipelines Across Business Units**

- Established scheduled content submissions from departments (monthly or quarterly).
- Introduced templates, forms, and briefing guidelines for smooth communication.

- **Centralized Oversight With Localized Input**

- Maintained a unified brand presence while enabling business units to contribute topic-specific content.
- Ensured each unit's initiatives fit the overall marketing and brand strategy.

- **Training & Enablement Programs**

- Provided training for business unit teams on content creation, platform etiquette, compliance, and best practices.
- Ensured each unit understood the strategic goal behind their content.



MARKETING STRATEGY

Developed Comprehensive Marketing Strategy for PwC ME, BDO UAE, Mohammad Mir Hashem Khoory Group of Companies in Dubai, Society of Corporate Compliance SCCE USA, ExoAtlet Luxembiurg, Amazon Lubricants Umm Al Quwain & Dubai, General International Engineering Co, Premium Bussinessmen Services UAE and others.

Scope of Work:

- Led the **development and execution of a comprehensive marketing strategy** tailored for the UAE B2B sector
- Conducted **market analysis** and **business development meetings** with industrial partners and factories
- Designed and implemented **brand positioning, digital presence, and marketing plans** per division
- Supervised the **creation of a new website, digital channels, and marketing materials** aligned with the brand's growth objectives
- Delivered a **full branding package**, including logo, visual identity, and communication templates



MARKETING SCOPE

ExoAtlet, wearable medical & industrial
Exoskeletons for clinics, HQ Luxemburg & International
Scope of works as below:

EXOATLET

1. Creating a strong brand identity: developing a logo, tagline, and brand voice that are consistent with clinic's mission and values, branding style guide that outlines how the brand should be used across all marketing materials.

- Creating a logo that is memorable and visually appealing.
- Developing a tagline that succinctly communicates clinic's value proposition.
- Choosing a brand voice that is appropriate for target audience.
- Creating a branding style guide that includes logo, tagline, fonts, colors, and other branding elements.

2. Developing a website and online presence. The website is clinic's online home, so it's important to make sure it's informative, easy to navigate, and visually appealing. The website is optimized for search engines (SEO) so that potential patients can easily find clinic online.

- Creating a website that is mobile-friendly.
- Including clear and concise information about clinic's services, hours of operation, and contact information.
- Using high-quality images and videos to showcase clinic and its staff – photography services.
- Optimizing website for search engines using relevant keywords.

3. Managing social media marketing. Social media is a great way to connect with potential patients and build relationships with them. Numerous profiles were created for clinic and doctors at Facebook, Twitter, and Instagram. Posting regularly and sharing interesting and relevant content that will appeal to target audience.

- Creating social media profiles for clinic on popular platforms.
- Posting regularly and share interesting and relevant content.
- Using social media ads to target potential patients.
- Engaging with potential patients and build relationships.

4. Managing paid advertising campaigns. Paid advertising can be a great way to reach a large number of potential patients quickly. You can use paid advertising on search engines, social media, and other platforms.

- Choosing the right advertising platforms for target audience.
- Creating effective ad copy that highlights the benefits of clinic.
- Setting a budget and tracking results.
- Directing new requests to relevant nurses and doctors.

5. Generating positive word-of-mouth. Word-of-mouth is one of the most powerful forms of marketing. Encouraging positive word-of-mouth by providing excellent customer service, offering referral bonuses, and getting involved in your community.

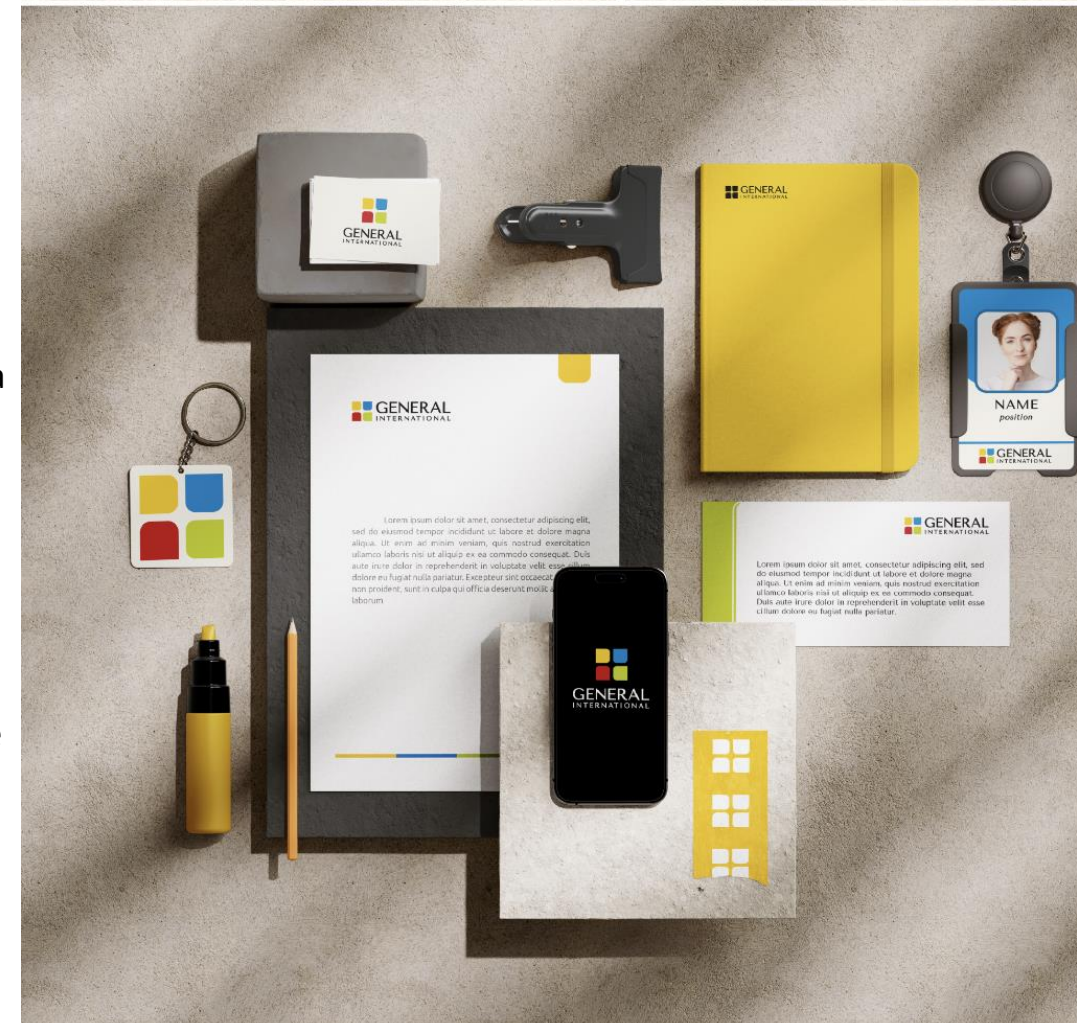
- Creating procedures to provide excellent customer service.
- Offering referral bonuses.
- Getting involved in local community.

PORTFOLIO: Rebranding



RE-branding

- Design the **new logo, color palette, typography, and graphic system**
- Develop a full **visual identity toolkit** including templates for print, digital, and social media
- Create **brand guidelines/manual** outlining rules for logo use, colors, typography, photography, and tone
- Review and approve all creative concepts
- Test new designs across internal and client-facing materials
- Ensure integration with digital systems (email signatures, presentations, website, etc.)
- Redesign corporate stationery (business cards, letterheads, envelopes, PowerPoint templates)
- Develop **brandbook & digital collateral** (email signatures, social media templates, website visuals, presentation decks)
- Provide ready-to-use **files and assets** for internal teams
- Update all internal templates and communication tools
- Oversee the **phased replacement** of old materials
- Ensure compliance with brand guidelines in all new outputs

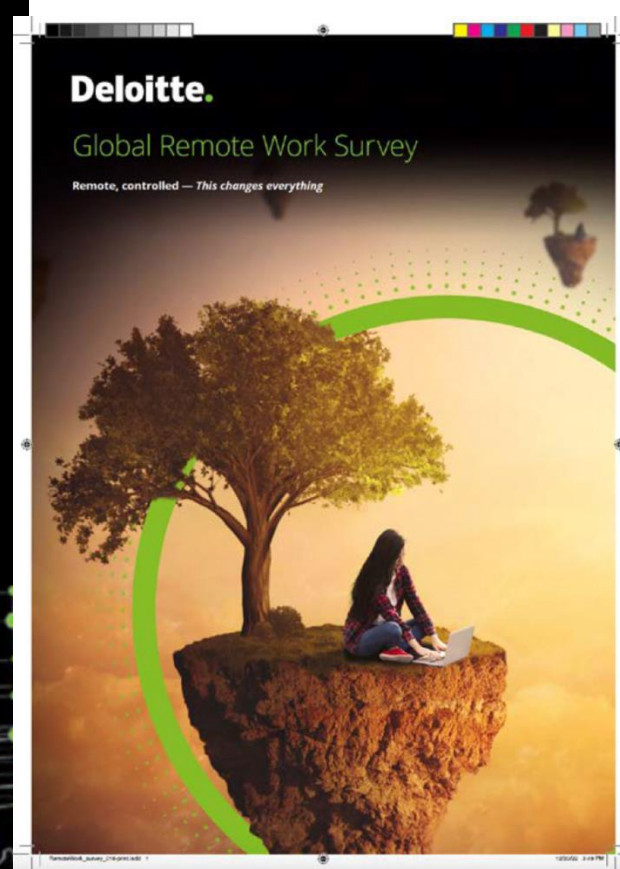


PORTFOLIO: Rebranding

Deloitte.

New Brand & Visual Identity

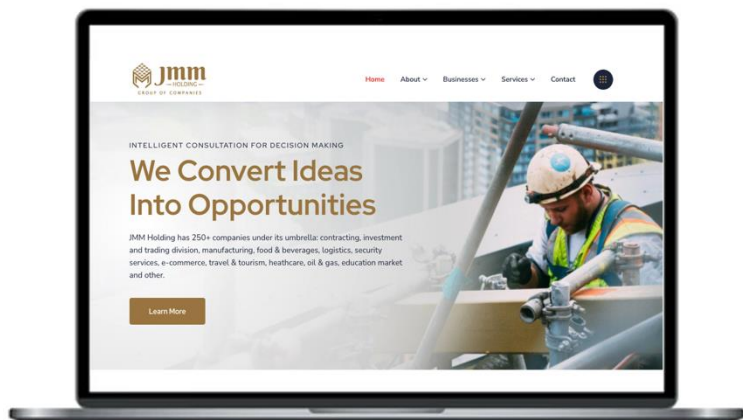
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- Reviewed and approve all creative concepts
- Tested new designs across internal and client-facing materials
- Ensured integration with digital systems (email signatures, presentations, website, etc.)
- Redesigned corporate stationery (business cards, letterheads, envelopes, PowerPoint templates)
- Developed **digital collateral** (email signatures, social media templates, website visuals, presentation decks)
- Provided ready-to-use **files and assets** for internal teams
- Updated all internal templates and communication tools
- Overlooked the **phased replacement** of old materials
- Ensured compliance with brand guidelines in all new outputs



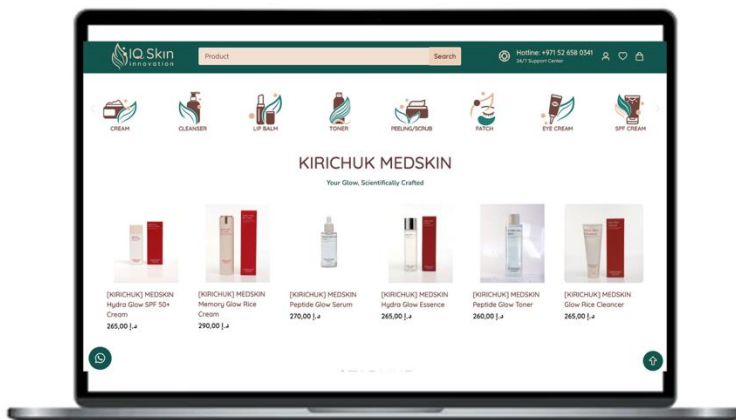
My Experience in websites development, SEO and Google Suite

- Oversaw and managed numerous agencies' work for websites development and SEO. Overlooked complete project: vendor selection, budgets, workflow, tasks setting, content plan development, layout and feel management
- Did by myself more than 50 fully operational websites
- Personally developed initial concept → design → full launch → SEO and Google Ads strategy
- Personally did end-to-end development of all listed below websites

PORTFOLIO: Websites



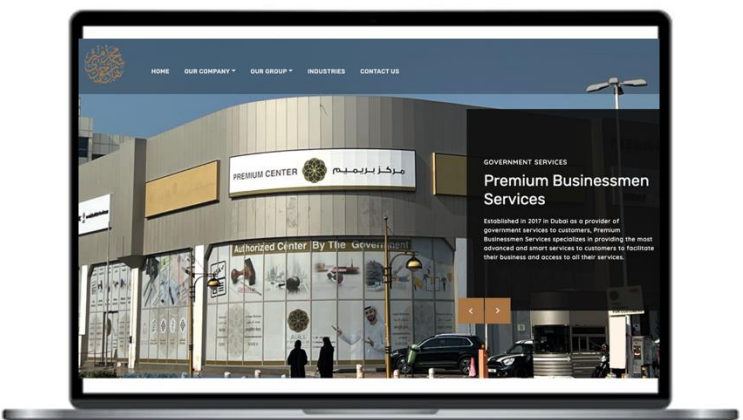
www.jmmgroup.ae



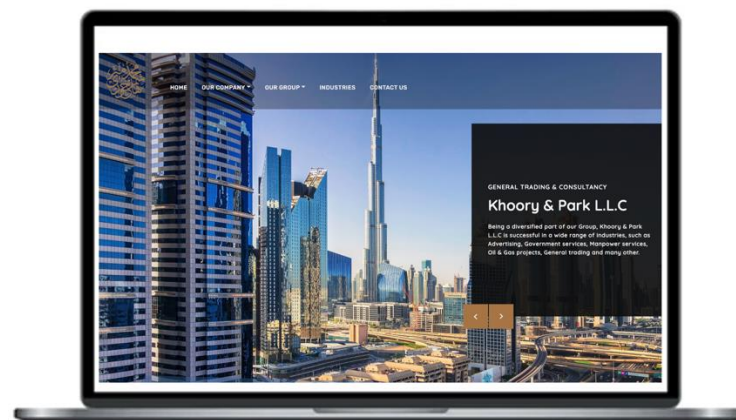
www.iqskininnovation.com



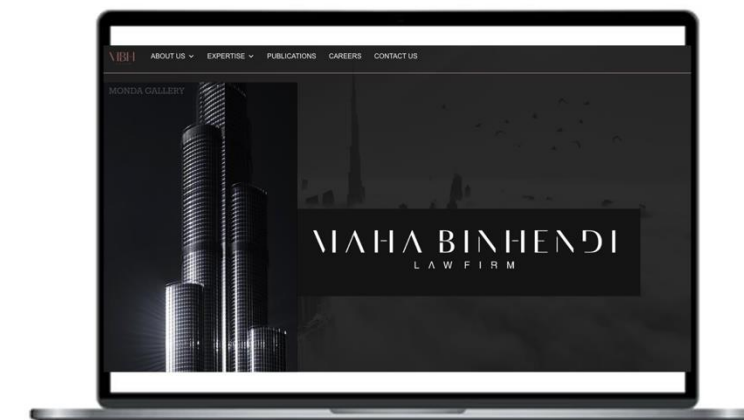
www.bdo.ae



www.premiumservices.ae

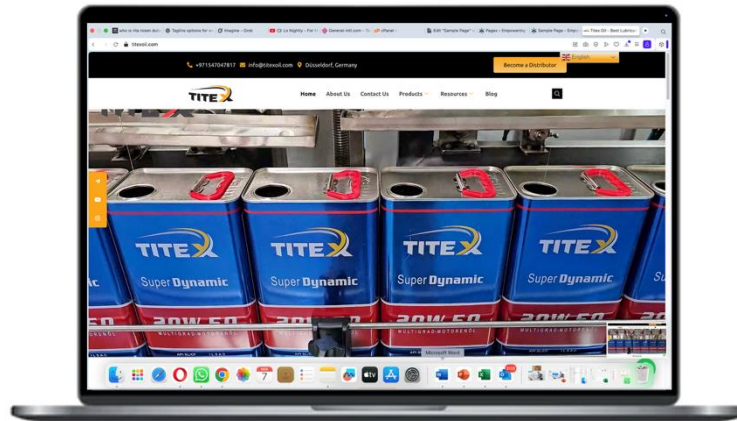


www.mhkhoory.com

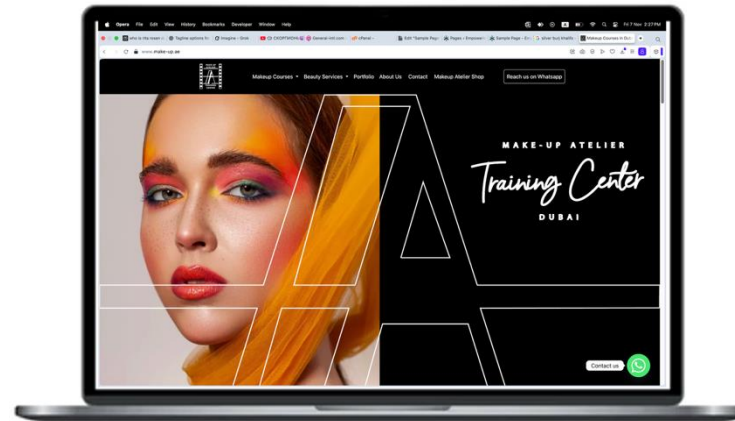


www.mbhlawfirm.com

PORTFOLIO: Websites



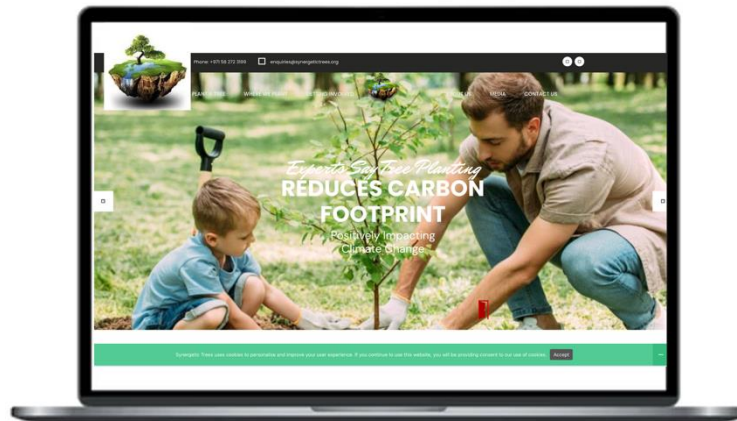
www.titexoil.com



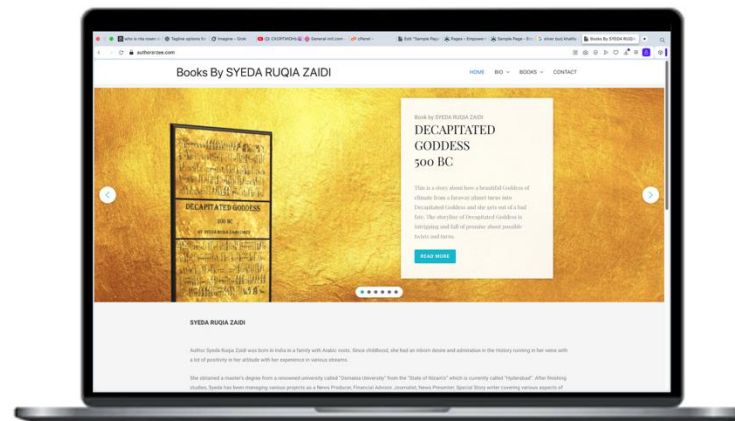
www.make-up.ae



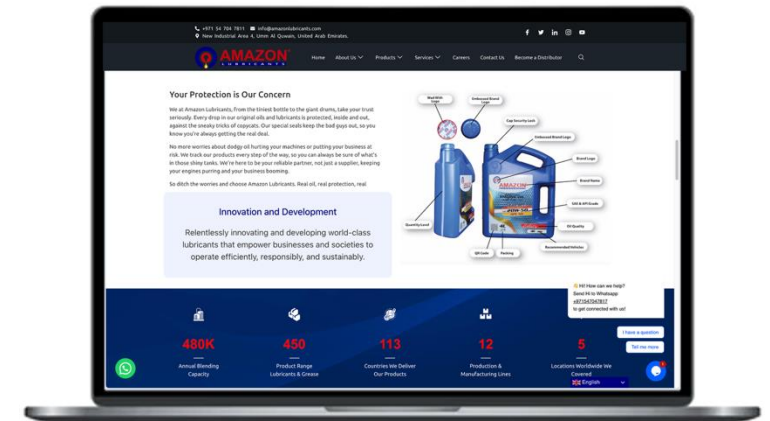
www.bahadur.co.za



www.synergetictrees.org



www.authorsrzee.com



www.amazonlubricants.com

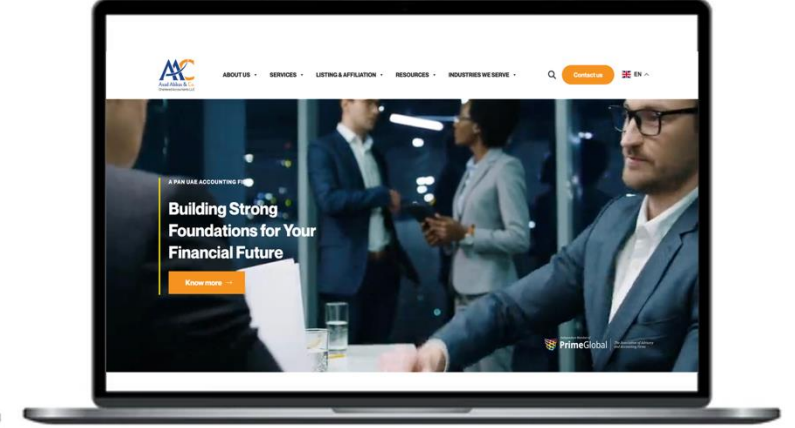
PORTFOLIO: Websites



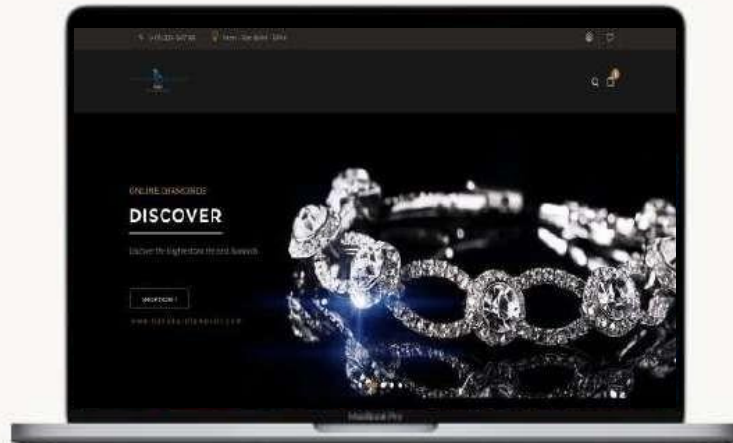
www.kimjeffersonphotography.com



www.desertcurtains.com



www.abbasaccounting.com



www.bahadurdiamonds.co.za



www.bahadurdiamonds.com



www.misiacarecosmetics.com

EVENTS PORTFOLIO

Done: 9 – 10 November 2023
Venue: Abu Dhabi Energy Center

Visitors: more than 1,000 business people

Event website: [link here](#)

More than 1,000+ thought leaders, ministers, board members and change-makers attended The Inclusion Summit in Abu Dhabi. United to forge growth and innovation through the formidable forces of diversity and inclusion, discussing DEI Agenda for businesses in MENA at 2 halls of conferences, exhibition and networking spaces.

Work delivered:

- Full scope for the event Project Management, starting from concept till implementation
- Agenda management for speakers and delegates coordination
- Branding and design, delegates welcome packs
- Digital, online promotion campaigns
- PR, media relations, direct emailing and follow up
- Registrations processing and hosting arrangements
- Video & photography services



EVENTS PORTFOLIO

Client: Moscow's Creative Industries Agency, the State Government CIS Department of Entrepreneurship and Innovative Development, Roskino and the Russian Animated Film Association

Done: from 16 to 19 December 2021

Venue: The Yard at Al Serkal, Al Quoz in Dubai

Visitors: more than 1,000 people in 4 days

Event website: www.maff.moscow

Work delivered:

- Website and registration platform development
- Social Media management (in Dubai)
- Communities engagement (posting in numerous groups)
- Online advertising and digital campaigns
- Bloggers & influencers engagement (invitations&comms)
- Special mini events in for bloggers and media reps
- Kitchen, catering, suppliers management
- Equipment supply (stage, lights, kitchen, furniture, etc)
- Staffing (hostess, waiters) and ticketing arrangements
- Logistics & administration
- Creative: 3D printing, design services and decorations



EVENTS PORTFOLIO

Client: BDO UAE

Done: 25th September 2016

Venue: The Address Dubai Mall

Visitors: more than 100 business people

Event website: www.bdo.ae/en-gb/events/vat-seminar

On the 25th of September 2016, BDO UAE successfully hosted a VAT Seminar at the Address Hotel in Dubai. The seminar had the key objective of preparing participants for the introduction of VAT into both the UAE and more broadly, the GCC. Speakers at the event included Gerard Rahman, CEO of BDO UAE and Ivor Feerick - Chair of BDO International VAT Centre of Excellence and Partner at BDO Ireland.



Work delivered:

- Speakers and delegates coordination
- Event administration from concept to implementation
- Branding and design, delegates welcome packs, giveaways
- Landing page and forms
- Online promotion campaigns
- Direct emailing and follow up
- Registrations processing and hosting arrangement
- Ticketing and Invoicing
- Video & photography services

Successful implementation has served as a good reason to continue a series of similar events in GCC as follows:

Seminar location	Seminar Date
UAE – Dubai	Sunday 25 September 2016
Kuwait	Monday 26 September 2016
Bahrain	Tuesday 27 September 2016
Qatar	Wednesday 28 September 2016
Oman	Thursday 29 September 2016
Saudi Arabia	Monday 3 October 2016

For more information, please send a request to rita.rosen@bdo.ae

My Experience in Social Media Management

LinkedIn – 15 years of experience

Instagram and Facebook – 10 years of SMM

- Creative **post design** (static, carousel, announcements, promos)
- **Copywriting** for posts, captions, and engagement-focused messaging
- **Content planning** and monthly content calendars
- **Brand-aligned visual strategy** and style development
- **Audience engagement** and community interaction
- **Hashtag research**, keyword optimization, and platform best practices
- **Performance tracking** and insights-based improvements
- **Page/profile optimization** for stronger presence and visibility

Channel Management Know-How:

- End-to-end management of **LinkedIn, Instagram, Facebook**
- Establishing and implementing **posting schedules, calendars & workflows**
- Maintaining **brand consistency** across all channels
- Managing comments, messages, and community relationships
- Coordinating with designers, teams, and stakeholders for seamless execution
- **Paid social campaigns** planning and coordination
- **Lead generation** and funnel-based content strategy
- **Competitor analysis** and trend monitoring
- **KPIs definition** and performance benchmarking
- **Conversion-oriented messaging** and campaign structure



29,434 followers

Acknowledgement:
Her Highness Sheikha
Shamma bint Sultan
bin Khalifa Al Nahyan

PORTFOLIO: Social Media



Driving growth and innovation through inclusion.

Aurora50
A Middle East-based DEI impact agency that promotes inclusive workplaces and diverse leadership.
Professional Training and Coaching · Al Khalidayah, Abu Dhabi · 9K followers · 11-50 employees



Aurora50
9,152 followers
4mo · Edited ·

Winds of positive change in the workplace and society swept through Abu Dhabi's Energy Centre as The Inclusion Summit drew to a close.

...see more



73 2 comments · 9 reposts

Page posts



Aurora50
9,152 followers
2w · Edited ·

Aurora50 is proud to celebrate, for the second year, the [#InternationalWomensday](#) with the incredible women and men of [Bulgari](#) ...see more



56 · 1 repost



Aurora50
9,152 followers
2w ·

As Ramadan begins, we at Aurora50 extend our warmest wishes to those observing this holy month. May your fasts be filled with st ...see more



10



PORTFOLIO: Social Media



2:51

drmanafagha

987 posts

9,937 followers

2,952 following

Dr. Manaf Agha

Health/beauty

@drmanafagha

Laser dentistry Lecturer & clinician in Dubai

Prof. ac Master Laser Dentistry Catholic University... more

vimeo.com/891656542?share... and 2 more

Professional dashboard

130K accounts reached in the last 30 days.

Edit profile

Share profile

Contact

الإبتسامة اللثوية

علاج الشيخير

WITH DR. A...

صباح الخير يا...

impacted c...

2:56

Reach

Last 90 Days

Dec 26 - Mar 24

382,000

Accounts reached

99% from ads

3,797

Followers

+4,940%

378K

Non-followers

Impressions

1,042,902

+1,228%

By content type

All

Followers

Non-followers

Reels

7,247

Posts

6,784

Stories

2,424

Videos

551

Followers

Non-Followers

2:56

Reach

Last 90 Days

Dec 26 - Mar 24

Top content

See all

WITH DR. AGHA

70,349

Dec 27

الإبتسامة اللثوية

27,008

Mar 7

WITH DR. AGHA

18,926

Feb 5

WITH DR. AGHA

12,045

Feb 15

Reached audience

Audience demographics are not available for this time period. Please select the last 7 or 30 days period.

Profile activity

12,727

+422%

Profile visits

12,696

+425%

External link taps

31

+47.6%

My skills in Social Media & Digital



Rita Rosen [Verify now](#)
Marketing Services and Consultancy

ROSEN: digital, marketing, events
Dubai, United Arab Emirates

29,442 followers · **500+ connections**

3:21



Professional dashboard



Insights

Mar 17 - Apr 15

Accounts reached

3.5K
+3,355.0% >

Accounts engaged

103
+202.9% >

Total followers

9K
-2.6% >

Content you shared

12 >

Your tools

[See all](#)



Achievements



SOCIAL MEDIA MANAGEMENT

- Social Media Accounts Management: LinkedIn, Instagram, Facebook, X (Twitter)
- Social Media: Continuous Optimization
- Unique Posts – content creation
- Video REELS shooting
- Publishing and Scheduling posts 1 month ahead
- Reports
- Social Media Calendar
- Extensive hashtag research
- Copywriting in English
- Keyword Research/Tagging Research
- Facebook & Instagram Ads/ Boosts Management

WEBSITE UPGRADE

- Copywriting Articles/Blog posts for SEO optimisation
- SEO technical upgrade for the Website
- Google Ads & conversion optimisation
- Website regular updates
- Landing pages creation

PORTFOLIO: Social Media



Competitor highlights ⓘ

Last 30 days

4

Your total posts

▲227.3% vs competitors

Follower highlights ⓘ

10,801

Total followers

26.8%

Your engagement rate

▲133.5% vs competitors

325

New followers in the last 30 days

▲109.7%

Highlights

Data for 7/30/2024 - 7/29/2025

168,890

Impressions

2,972

Reactions

193

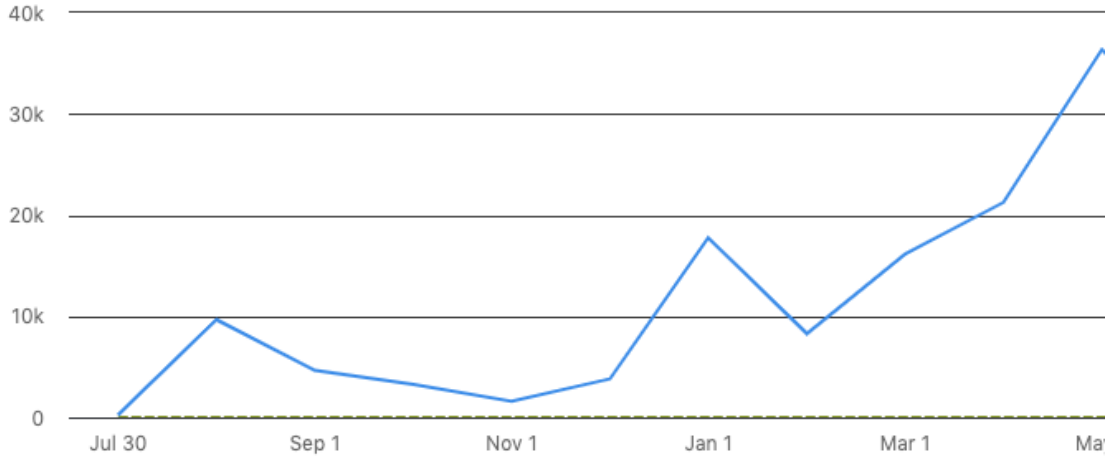
Comments

20

Reposts

Metrics

Impressions ▾



Visitor highlights ⓘ

13,304

Page views

5,012

Unique visitors



"The path to
success is
to take
massive
determined
action"

Tony Robbins

A close-up photograph of a person's hand holding a black pen, poised to sign a document. The person is wearing a dark suit jacket and a light blue shirt cuff is visible. The background is bright and out of focus.

Thank you

Contact
Rita Rosen

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