

CASANDRA LIDDELL

casandraliddell.com

MARKETING // PR & EVENTS MANAGER // BRAND DESIGNER



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in LinkedIn/CasandraL

SKILLS

Strategic Planning · Social Media Management · Branding · Digital Marketing · Management · Leadership · Teamwork · Account Management · Marketing Communications · SaaS · Event Management · Public Relations · Product Marketing · B2B Marketing · Influencer Collaborations ·

Brand Design:

CorelDRAW

Adobe Creative Suite

Video Production

Languages:

Romanian: Native

English

French

Dutch

Also Passionate About:

Employers Branding // Well-being // Diversity Environmental, Social, and Governance (ESG) Sustainability // Mental Health

Hobbies: Piano, Theater & Drama, Dancing, Reading, Traveling

I am a creative thinker, a business leader and a global marketing specialist passionate about insight-driven storytelling, brand design, content creation & management.

I love bringing new ideas to life and complex marketing challenges into brand & communication opportunities.

I have been in the marketing sphere for the last 12 years creating and conceptualizing campaigns, bringing together globally known profiles to increase brand awareness in multi-sector and multi-geographic regions.

The look, font, colour and feel of a message are all important but none are as important as the story, and I would love to tell you my professional story.

Over the years I have run campaigns and built brands throughout European and US markets, I have a deep and cultivated network in specific areas such as Monaco, Zurich, Dubai and Amsterdam.

I have brought together and worked with Influencers and guests such as Conor McGregor, Swizz Beatz and Diplo to support causes such as the Princess Grace Foundation.

I have also worked with aspiring entrepreneurs around the world to build their own brands, and to launch into new markets and demographics.

Helping them with everything from the concept to design, research, and execution.

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CLICK HERE TO FIND OUT MORE ABOUT MY WORK:

UNITE Events

The Private Investment Group

Re:Think Podcast

KEY PROFESSIONAL SKILLS

Content Creation: Proficiency in creating engaging and visually appealing content, including images, videos, and graphics tailored for social media platforms.

Growth and Product Marketing: Skilled in optimizing the service for engagement, activation, loyalty, and the end-to-end digital journey.

Budget Planning and ROI: Create and manage a marketing budget, allocating resources effectively to achieve maximum return on investment.

SaaS and B2B Marketing: Created marketing presentations, investment decks, localization or product marketing strategies for startups, VC Funds or Web 3 companies that had an interest in having a marketing presence in the UAE (fund-raising, market penetration, local digital presence, product launch, strategic partnerships).

Data Analysis: Ability to analyze social media metrics and user engagement data to make informed decisions and optimize content strategies.

Social Media Marketing: Experience in managing and optimizing paid social media advertising campaigns to reach the target audience effectively.

Platform Expertise: Familiarity with popular social media platforms, especially those relevant to B2B, SEO and Website optimisation.

Content Calendar Management: Ability to create and maintain a content calendar to ensure a consistent posting schedule and content planning.

Influencer Collaboration: Experience in identifying and collaborating with influencers or brand ambassadors to promote the products or services.

WORK EXPERIENCE

Senior Marketing Manager - January 2019 -July 2023 - The Private Investment Group // on-site Dubai, UAE

During my time in Dubai working at the Private Investment Group I consolidated and developed diverse and multi cultural experience in SMM, Marketing, SaaS, Graphic Design, Events, Branding and Communication working with companies in different stages of development. I have enjoyed working with both multinational companies as well as startups or growth level.

The Key Responsibilities

- Develop and implement a comprehensive marketing and SMM strategy that aligns with the company's overall goals and objectives.
- Planned and executed the company's brand strategy, marketing, SMM strategy and content creation.
- Create and manage a marketing budget, allocating resources effectively to achieve maximum return on investment.
- Analyze and evaluate market trends and customer behavior to identify opportunities for growth and optimization.
- Implement marketing campaigns across various channels, including digital marketing, social media, events, and public relations.
- Ensure the company's website and digital presence are optimized for search engines and user experience.
- Created marketing presentation, investment deck ,localization or product marketing for startups, VC Funds or Web 3 companies that had an interest in having a marketing presence in the UAE.

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UNITE Monaco 2022 edition, held during The Monaco Grand Prix, on a Superyacht, in the presence of HSR Prince Albert II of Monaco, that brought together countries, and high-profile individuals from the investment, finance, entertainment, social and business world.



HSR Prince Albert II of Monaco
Casandra Liddell CMO The Private Investment Group & UNITE Events



Conor McGregor MMA at UNITE Events during the Monaco Grand Prix



Felipe Calderón Former President of Mexico & HSR Prince Albert II of Monaco



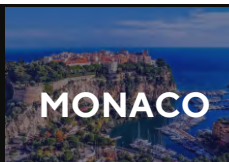
Greg Maffei President and CEO of Liberty Media (Formula 1), Brisa Carleton CEO, Princess Grace Foundation, HSR Prince Albert II of Monaco

Key Achievements - The International Events

One of my greatest professional achievements is the creation of UNITE Events (Unlocking New Investments, Trade, and Economies) from Concept, Branding and Promotion to Production and Co-Hosting in iconic locations such as: The Armani Hotel in Burj Khalifa, Dubai Creek, Al Habtoor Polo Resort in Dubai, Monaco Yacht Club, Port de Monaco on a Superyacht during The Grand Prix, Waldorf Astoria Amsterdam, Dolder Grand Switzerland and many others.

UNITE Events was created under The Private Investment Group brand umbrella with a mission to facilitate partnerships and expand international trade, and as a concept has reinvented the meaning of bespoke events in the unparalleled and sought-after family office and UHNW sector.

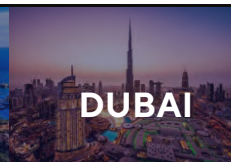
Working in different countries with different cultures has been an incredible and enriching professional journey that taught me that the power of storytelling and the need for connection can overcome any distances or cultural borders.



MONACO



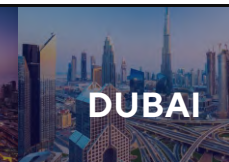
PLAY HIGHLIGHT VIDEO



DUBAI



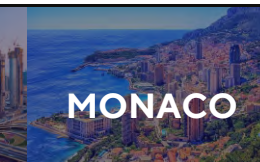
PLAY HIGHLIGHT VIDEO



DUBAI



PLAY HIGHLIGHT VIDEO



MONACO



PLAY HIGHLIGHT VIDEO

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Re:Think Podcast

WORK EXPERIENCE

Created **UNITE Events**, from the concept to implementation as a brand under The Private Investment Group

- Graphic design, Visual Identity online and offline, video production
- Social Media management, Brand story-telling and copywriting
- International Event Management, promotion and liaising with clients.
- Creating and implementing the concepts for event promotion.
- Problem-solving, account management and hosting during an event.

Created **Re:Think Podcast**, ESG Podcast from the concept, production, video editing to implementation as a brand under The Private Investment Group

Branding and Digital Marketing Manager - Mar 2019 - Jul 2020 · 1 yr 5 mos // **Bolder Branding - Remote**

- Developed and implemented the Brand Visual, Marketing, Communication and Online Strategy
- Established and executed the creative and digital presence of various brands or project.
- Creating the visuals, messaging and interactive motion designs.
- Established budgets and managed the accounts.

Brand Manager - Mar 2017 - 2018 (1 year) // **JumpTech Recruitment - Waterford, Ireland**

- Conduct Market Research to identify trends/new products
- Developing the marketing strategy in line with company objectives.
- Design of material for client branding and/or product launches
- Ensure all elements of the project were on schedule and budget
- CRM management

General Manager Feb 2013 - Aug 2017 (4 yrs 7 mos) // **High Heels Events - Cluj County, Romania**

- Created and implemented Concept Events
- Event Management, promotion and liaising with clients.
- Design and implement the concepts for event promotion.
- Problem-solving, account management and hosting during an event.

PR Manager Feb 2010 - Oct 2011 · 1 yr 9 mos // **Vertigo - Cluj County, Romania**

- Co-Ordination and creation of corporate events.
- Manage all Public communications and Press Releases.
- Location Advertising (ATL & BTL).
- Develop internal systems to ensure all employees were consistent in the company tone and message.

EDUCATION

Universitatea „Babeş-Bolyai” din Cluj-Napoca - Bachelor's degree, PR & Communication

2007 - 2010

Qualification Diploma under a program developed by the Ministry of Education - Business Management

2012

School of Choreography and Drama, "Octavian Stroia", Cluj-Napoca Drama and Dramatics - Theatre Arts

2003 - 2007

School of Music, "Sigismund Toduta", Cluj Napoca Music - Piano

1995 - 2003