

BIANCA CARTIN

B@biancacartin.com

www.biancacartin.com

www.linkedin.com/in/biancacartin

Executive Summary

Strategic marketing and business development leader with 20+ years of international experience in hospitality, education and the third sector. Expert in driving brand transformation, digital strategy and stakeholder engagement. An experienced advisory board member and commercially driven business strategist, with a deep understanding of diverse audiences and extensive experience across the MENA and UK markets.

Core Skills

- Budgetary Oversight & Data Driven Decision Making
- International Market Insight and Growth
- Stakeholder Engagement & Negotiation
- Organisational Strategy and Vision Setting
- Brand Development and Market Positioning
- Public Relations and Crisis Management

Professional Experience

Course Leader & Marketing Teaching Fellow

University of Portsmouth

Mar 2022 - Present

Member of the AACSB accreditation and teaching TEF Gold standards since 2023. Reporting to the Head of School in the School of Strategy, Marketing and Innovation in the faculty of Business and Law.

- **Course Leadership:** Managing the teaching quality, curriculum learning outcomes and student experience for the International Business BA (Hons) & International Business with Languages BA (Hons) course, ensuring academic and Chartered Management Institute accreditation standards
- **Teaching:** Undergraduate and postgraduate students marketing-related disciplines including Marketing Principles & Practice, International Marketing, The Tourism Experience, Trends in Technology, User Experience (UX), Consumer Insight & Analytics, Digital and Social Media Marketing
- **Module Design:** Developed the Global Business & Cultural Intelligence module, designed to prepare students for studying abroad and enhancing their cultural intelligence. Module includes working on real-world business challenges and collaborating on virtual projects with international peers from partner institution FH Münster University.

Head of Marketing

Hillbrooke Hotels

Jan 2022 - Oct 2022

Reporting to the Managing Director with two direct reports & management of external PR and digital agency. Leadership of the strategy across four boutique hotels; The William Cecil and The Bull and Swan in Stamford, and The Master Builders House and The Spot in the Woods in the New Forest, in post COVID recovery period. Key contributions:

- **Brand Positioning:** New premium brand touchpoints across all online and offline marketing communications. Ensuring compliance with owning stakeholders Beaulieu Estate and Burghley Estate
- **Event Sales & Marketing:** Executed a marketing strategy for a VIP banquet at The William Cecil Hotel during the Burghley Horse Trials, generating £9,000 in revenue through a focused one month digital campaign.
- **Digital Optimisation:** Recruited a new digital agency to create and oversee the digital ecosystem, enhancing the performance of PPC campaigns and retargeting ads, resulting in increased traffic and improved conversions.

Campaign Manager

National Museum of the Royal Navy

Jun 2019 - Dec 2021

Reporting to the Head of Marketing. Responsible for the annual marketing planning and media buying activities for the four museum locations; Portsmouth Historic Dockyard, Fleet Air Arm Museum, HMS Caroline and The National Museum of the Royal Navy Hartlepool. A charity organisation where ticket sales contribute to 80% of the funding. Key contributions:

- **Publishing Leadership:** Directed the publication of the 58th issue of Scuttlebutt, managing the advertising sales team, creative artwork and editorial content.
- **Fundraising Activities:** Working with the National Lottery on a campaign to raise interest with their customers
- **Crisis Communication:** Execution of COVID-19 messaging to museum guests including response videos, social media and on-site messaging to safeguard visitors and protect brand integrity



Director of Marketing & Communications **Kempinski Hotel Mall of the Emirates- Dubai** **Mar 2018 - Apr 2019**

Sitting on the executive board reporting to the General Manager. Led a team of four and oversaw the performance and strategic priorities of the hotel's external PR agency. Focusing was on creating innovative campaigns, enhancing guest experiences and increasing brand visibility to maintain the hotels position as a top luxury destination in the region.

- **Partnership Initiation:** Formed an alliance with American Girl, created a marketing strategy for the first American Girl in-room and afternoon tea experience in the Middle East
- **Corporate Social Responsibility:** Worked with Hotel Manager to remove re-useable plastic from the customer experience to support sustainability goals of the hotel and Kempinski corporation
- **Data-Driven Insights:** Took on Meltwater, a media monitoring and social media listening tool, to track brand presence and sentiment, enabling data-driven enhancements to inform marketing strategies

Director of Marketing & PR **The Ritz-Carlton Dubai** **Feb 2016 - Mar 2018**

On the executive board reporting to the Hotel General Manager and the Corporate PR Director. Managed a team of three along with external PR agency and corporate digital agency, to drive revenue growth across weddings, F&B and events through strategic collaborations with local and international partners. Key contributions:

- **Social Media Management:** The first Ritz-Carlton in the region to be given corporate permission to open an Instagram channel for restaurant concept Palm Grill. Produced brand guideline and trained staff on content creation for the channel
- **Social Media & Influencer Engagement:** Collaborated with prominent international social media influencers, including The Bucket List Family, achieving over 30,000 engagements per Instagram post and significantly expanding brand reach.
- **Concept Design and Launch:** Cross department concept created in the board room and implemented in house. Launch of London Social. Secured a partnership with Virgin Airways to develop a holiday package promotion, as part of the introduction to the local market, alleviating the hotels position in the Friday brunch offering and driving increased bookings

PR & Marketing Manager **Ginza Restaurants** **Oct 2014 - Jan 2016**

Reporting to the Operations Director, managed a team of three along with external PR agency and digital agency. With a diverse portfolio of international and homegrown brands, including Miskeh Arabic Food (a local concept), Serafina (an international Italian brand), and Michelin star level restaurants with chefs Jean-Georges Vongerichten and Jaime Pesaque for their first UAE ventures. Key contributions:

- **Communications and media relations:** for the Dubai opening of Michelin-starred Chef Jean-Georges Vongerichten's first UAE restaurant. Secured a \$2,000 Vertu phone sponsorship as part of the PR activities for the launch event
- **Market Innovation:** Designed a new Ladies Night brand experience at Serafina, successfully increasing midweek evening sales and attracting a loyal customer base.
- **Strategic Partnerships:** Secured key partnerships with American Express and Quintessentially, leveraging their exclusive member networks to support restaurant openings and amplify brand visibility to UHNWI audiences

PR & Marketing Manager **Jumeriah Restaurants** **May 2013 - Oct 2014**

Reporting to Director of Operations managed a team of three and the external PR agency. A subsidiary of the Jumeriah Hotels managed the brand position, sales and marketing strategies for home grown brands the Noodle House and Urbano along with managing international brands presence of the Ivy and the Rivington Bar and Grill on behalf of partners Caprice Holdings. Key contributions:

- **Team Leadership:** Managed a team of three in-house members alongside an external PR agency to ensure cohesive and revenue generating marketing campaigns.
- **Cost Optimisation:** Initiated the termination of an outsourced media buying contract, bringing the function in-house to achieve significant cost savings and improve efficiency.
- **Brand Management:** Oversaw marketing efforts for the launch of the noodle house franchise in London, ensuring all brand touchpoints aligned with its global identity.



Senior PR, Sales & Marketing Manager**Hard Rock Cafe, Dubai Festival City****Aug 2010 - May 2013**

Reporting to the General Manager and the Corporate Operations Director managed a team of two. The original Hard Rock Cafe Dubai location in Dubai Media City had been closed for over four years. Led the brand's reintroduction into a rapidly evolving Dubai market. Key contributions:

- **Pre-Opening Strategy:** Directed the relaunch marketing and communications strategy for the relocated Hard Rock Cafe at Dubai Festival City, successfully reestablishing the brand's presence in Dubai.
- **Regional Recruitment & Training:** Delivered training programs for all new sales and marketing staff across the Middle East region, ensuring Hard Rock International's global standards
- **Sales Growth:** Recruited two sales managers and developed a year on year strategy to grow group and corporate sales, achieving significant business growth across restaurant and retail operations

PR & Marketing Manager**Delwood Consultancy Services- Dubai****Feb 2008 - Aug 2010**

Reporting to the General Manager managing a team of three permanent and four freelance members . Managing marketing strategies of the high-profile events along with securing sponsorships and partnerships with international brands. Key contributions:

- **Event Marketing & Sales:** Promotion and ticket sales for four sell-out comedy events featuring international artists Maz Jobrani and Sugar Sammy, in partnership with Showtime.
- **Exclusive VIP Experiences:** Organised the guest communications and logistics, including boat transfers, for the private Mercedes-Benz Welcome Reception for the Laureus World Sports Awards presented by Maybach on Nurai Island for 100 international VIP guests
- **Sports Event Marketing:** Directed the full event marketing efforts for The Legends Rock Dubai Tennis Champions, securing major sponsors such as Rolex, Dubai Duty Free, and Emirates. This event was part of the Outback Champions Series 2008, showcasing tennis legends including Jim Courier, Stefan Edberg, Sergi Bruguera, and Mansour Bahrami.

PR, Sales & Marketing Manager**Hard Rock Cafe- Sheikh Zayed Road Dubai****May 2003 - Feb 2008**

Reporting to the General Manager and the Corporate Operations Director managing a team of one. Part of the HRC Middle East Franchise Group of Cafe. Responsible for safeguarding the brand's reputation while driving revenue growth through innovative campaigns and strategic partnerships. Key contributions:

- **Brand Activations:** The Titanic Anniversary marketing promotion to attract returning customers and boost average spend. Featured a grand prize of a once-in-a-lifetime trip to visit the Titanic wreckage.
- **Stakeholder Management:** Negotiated with key stakeholders, to bring the 'Ambassadors of Rock' concert series to Dubai for the first time, in collaboration with Mirage Promotions and Hard Rock International.
- **Public Relations:** Led PR and communication activities for the P!nk concert, securing extensive media coverage and enhancing the brand's presence across the region. Including sponsorships and memorabilia acquisitions

HSBC UK- Private Clients Southampton**May 2003 - Feb 2008**

The centre was responsible for managing all aspects of the HNWI private client's investment portfolios

Project Coordinator**Jun 2002- May 2003**

- Tested system updates and new functionality implementations for the IMS (Investment Management System)
- Delivered training programmes for staff, including the Corporate Actions team Special Project: Seconded for six months to the PEP and ISA unit in Brighton.
- As part of a specialist project team, who were responsible for: overseeing the reconciliation and digitalisation of PEP and ISA portfolios.
- Facilitating the transfer of responsibilities to the Southampton centre upon the Brighton unit's closure

Corporate Actions Administration Assistant**Sep 2000- Jun 2002**

- Processed corporate actions using the proprietary IMS (Investment Management System) Drafted and dispatched written communications to clients, informing them of investment developments



Voluntary Board Positions

Advisory Board Member Miindfulness Apr 2023- Present

Providing strategic marketing and brand guidance to CEO Emma Bayou and her team.

Business Advisory Board Member Be The Business Mar 2023- Dec 2023

As a non-executive advisor, provided strategic guidance to SMEs navigating complex business challenges. Key contributions:

- Participated in quarterly online meetings with business owners and board member to collaboratively address challenges and provide actionable solutions
- Worked with Caroline Barton Founder of Nooj to develop a new social media strategy and identify investment opportunities

Marketing Industry Board Member University of Portsmouth Jan 2022- Oct 2022

Leveraged expertise as an MA Digital Marketing alumnus and seasoned marketing professional to contribute to the development of future marketing modules and courses. Key contributions:

- Provided professional insights to support the strategic objectives and curriculum development of the School of Strategy, Marketing and Innovation
- Delivered valuable industry perspectives on employer expectations for marketing graduates, helping academic programmes align with real-world requirements
- Actively participated in quarterly online board meetings, collaborating with faculty and fellow advisors to guide the development of course content and module design

Board of Trustees Member The Meditation Trust Feb 2012- Dec 2021

Provided strategic guidance for the charity's operations and marketing strategies during the critical post-COVID recovery period. Key contributions:

- Advised on talent acquisition and team restructuring, enabling the organisation to adapt to evolving operational requirements
- Directed the development and distribution of brand materials, ensuring consistent messaging across all communication channels
- Played a key role in revising event strategies to address the challenges posed by COVID-19

Education

MA Digital Marketing	<u>University of Portsmouth</u>	2021
External Examiners- Development	<u>Advanced HE</u>	2025
Neuro-Linguistic Programming Coach	<u>National Federation of NLP</u>	2019
BA Tourism Management	<u>University of Brighton</u>	2000

