

MYR GERARD P. ABANA

Marketing & CRM Executive | Creative Designer | Customer Service Specialist

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PROFESSIONAL SUMMARY

Versatile marketing and creative professional with 7+ years of UAE-based experience across marketing operations, CRM management, digital campaigns, graphic design, and customer service. Proven track record in managing end-to-end campaign execution, maintaining CRM databases, producing compelling content, and delivering strong client experiences. Adept at cross-functional collaboration and working in fast-paced, deadline-driven environments. Proficient in Adobe Creative Suite, Canva, Mailchimp, Sleekflow, and MS Office.

CORE COMPETENCIES

Marketing Strategy & Campaign Planning | Digital Marketing & Social Media Management | CRM & Lead Database Management

Creative Design & Branding (Adobe Creative Suite, Canva, Capcut) | Content Creation (Blogs, Newsletters, Presentations) | Email Marketing (Mailchimp, Sleekflow)

Executive & Administrative Support | Customer Relationship Management | Team Coordination & Vendor Management

PROFESSIONAL EXPERIENCE

Senior Marketing Executive / CRM Manager | TANAMI PROPERTIES

May 2019 – May 2026 | Dubai, UAE

- Led day-to-day marketing operations, supervising team activities and aligning deliverables with company goals and campaign timelines.
- Managed and maintained CRM system (Bitrix), ensuring data integrity and enabling timely lead follow-ups by the sales team.
- Planned, designed, and scheduled social media content across multiple platforms, growing brand engagement and visibility.
- Developed marketing materials including newsletters, email campaigns, presentations, and promotional creatives.
- Oversaw property listings on Property Finder, Bayut, and Dubizzle, ensuring accurate and updated information.
- Conducted competitor and market research to identify trends and inform strategic marketing decisions.
- Provided administrative project support including scheduling, reporting, and vendor coordination.

Sales & Marketing Executive | BIOSWEEP MIDDLE EAST LLC

November 2018 – February 2019 | Dubai, UAE

- Assisted in developing and implementing sales and marketing strategies to increase brand awareness and grow the client base.
- Conducted client prospecting, outreach, and relationship-building activities.
- Prepared business proposals, presentations, and product demonstrations for potential clients.
- Designed visual assets and marketing materials to support promotions and campaigns.
- Handled documentation including quotations, invoices, and service agreements.

Sales Associate / Customer Service Representative | NEXT GENERATION GOURMET CONCEPTS FOOD TRADING

January 2017 – October 2018 | Dubai, UAE

- Represented Q Confectionery Arts and Heik brands, engaging customers and driving product sales.
- Assisted with customer inquiries, purchases, and after-sales support to ensure satisfaction.
- Maintained brand displays, merchandising, and product presentations at retail locations.
- Supported marketing team with promotions, sampling events, and design input for brand materials.

Customer Service Associate | PARZEL EXPRESS

December 2016 – June 2017 | Dubai, UAE

- Managed booking requests, shipment tracking, and service inquiries with professionalism.
- Coordinated with internal departments to resolve operational and delivery issues.

- Processed documentation and maintained accurate customer records.

Customer Service Associate | SITEL

June 2013 – September 2016 | Quezon City, Philippines

- Handled high-volume inbound customer inquiries via calls and emails with accuracy and professionalism.
- Processed orders, service requests, and resolved product/service-related issues efficiently.
- Promoted additional services to enhance customer value and retention.

Inbound Sales Agent | CONVERGYS

December 2010 – March 2013 | Makati, Philippines

- Assisted General Motors OnStar subscribers with account renewals, upgrades, and service activation.
- Resolved billing inquiries, technical issues, and service escalations professionally.

Creative Designer | FINEPOINT DESIGN

March 2008 – March 2010 | San Juan, Philippines

- Designed logos, brochures, illustrations, print and digital marketing collateral aligned with brand identity.
- Collaborated with clients and teams to deliver tailored creative solutions and finalize outputs.

Graphic Artist / Magazine Coordinator | TELECONNECT

March 2007 – June 2007 | Ortigas, Philippines

- Designed layouts for ads, catalogs, and promotional materials; supervised junior designers.
- Enhanced marketing campaigns and brand promotions through visual design and project coordination.

EDUCATION

Bachelor of Fine Arts and Design, Major in Advertising

University of Santo Tomas | 2003 – 2007 | Manila, Philippines

TOOLS & TECHNOLOGIES

Adobe Creative Suite • Canva • Capcut • Mailchimp • Sleekflow • Bitrix CRM • Property Finder / Bayut / Dubizzle • MS Office Suite (Word, Excel, PowerPoint) • Google Workspace