

Pamela Bryson

Marketing | Graphic Design



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/in/pamela-bryson

SOFT SKILLS

Strong Leadership

- Ability to motivate teams to deliver in high pressure environments

Creative

- Highly innovative and creative with the ability to establish a clear point of differentiation

Strategic

- Using strategy first as a motto to precede creative design and problem-solving solutions

Results-Driven

- Focused on delivering results with high quality, on-time delivery

Financial

Accountability

- Responsibility over multi-million-dollar budgets with the ability to deliver on time and come in on or under budget with detailed accountability

SUMMARY

Dynamic marketer and graphic designer with a team-oriented mindset. 10+ years of experience across diverse sectors in both Canada and internationally. Extensive experience in directing and coordinating other designers to develop high quality programs that deliver on results. Highly creative and skilled in 5 Adobe programs including Photoshop, Illustrator, InDesign, After Effects and XD. Working with clients to achieve results and bring their brands to their full potential.

RELATED EXPERIENCE

April 2020

Senior Vice President Marketing

June 2017

Aldar Properties PJSC, Abu Dhabi – United Arab Emirates

- Leading teams of marketers and designers to develop and launch new destinational brands in the Middle East
- Delivering quantifiable results for retail brands and ultimately the malls – often achieving year over year sales increasing ranging from incremental to +10%
- Supporting residential sales teams to achieve an average of 60% presale in phase 1 of the project life cycle
- Launching creative campaigns that achieved international notoriety and accolades – 3 Gold and 2 Silver Awards in ICSC for Marketing Excellence

Dec 2020

Group VP, Marketing & Sponsorship

July 2016

IMG Worlds of Adventure, Dubai – United Arab Emirates

- Working with world renowned partners Disney and Turner Broadcast to create a new brand for the worlds largest indoor theme park
- Directing creative and marketing teams to establish the new brand in the region across multiple platforms both online and traditional media channels
- Developing creative PR plans to leverage marketing budgets through guerilla marketing events that created a viral effect on social media
- Launched an advanced ticketing program to capitalize on pre-opening revenue streams
- Managing multi-million-dollar marketing budgets

Sept 2013

Vice President Marketing

July 2003

Majid Al Futtaim, Dubai – United Arab Emirates

- Leading a multi-cultural team of marketers and designers across 5 countries in the Middle East and North Africa (UAE, Bahrain, Oman, Egypt and Lebanon)
- Launching new brands in new markets - responsible for development of each brand through to full execution of all creative elements and collateral
- Achieved commercial results in terms of attracting record qualified foot traffic and received accolades for over 20 regional and international awards - MECSC and ICSC (Gold and Silver)

Pamela Bryson

EDUCATION

- April 2022** **Graphic Design & Interactive Media Diploma**
Toronto Film School, Toronto - Ontario Canada
Achieved Honours – President’s List
- March 2017** **Digital Strategy Certification**
Sauder Business School – University of British Columbia - Canada
Achieved Top Honours – Dean’s List
- June 2002** **Senior Certified Marketing Director**
International Council of Shopping Centres - USA
Achieved Top 5% of Class
- Earlier Education** **Bachelor of Commerce Degree**
University of Calgary – Alberta Canada
- Strategic Media Planning & Buying (level 1 + 2)**
BCIT – BC Institute of Technology BC Canada

VOLUNTEER WORK

- May 2005** **Member of Professional Teaching Faculty**
June 2020 **International Council of Shopping Centres**
- Current** **International Judge**
Sept 2000 **International Council of Shopping Centres**
- April 2020** **Marketing Support + Event Organization**
Sept 2017 **World Wildlife Federation – Dubai – United Arab Emirates**

INTERESTS



Gardening



Traveling



Reading



Yoga



Skiing

Tech Skills

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe After Effects

Adobe XD

Microsoft Word

Microsoft Excel

Microsoft PowerPoint

AWARDS

ICSC MAXI AWARDS
25 Gold + Silver Awards
International Marketing
Excellence

RLI - UK
2 Retail Leisure International
Awards for:
“Most Innovative Design”
“Retail Destination of the Year”

Albert Sussman Foundation
2 Cause-related awards
For multi-culturalism and
enviro- awareness

Dept of Tourism – Dubai
5 annual tourism awards

