

SANA LAKHANI

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Career Summary:

12 years' experience in large-scale Events; Stakeholder Management; Sponsorships and Client Servicing; Marketing & Communication; Customer Services– I thrive in both team and leadership roles.

Education:

Jan 2010 - Dec 2010

MBA (Marketing) – University of Karachi

2005 – 2007

BBA – University of Karachi

Work Experience:

August 2023 – Present

**SPONSOR COVERAGE MANAGER – Graphics and Wayfinding
Identity Global**

PROJECT: COP28 (United Nations Climate Change Conference)

August 2022 – Oct 2022

**SPONSORSHIP AND DELEGATIONS SPECIALIST
ADNEC Services**

Abu Dhabi Ports Group - PROJECT: World Union of Wholesale Markets (WUWM) Conference Abu Dhabi
Emirates Driving Company - PROJECT: Mobility Education Summit Abu Dhabi

- * Managed execution of sponsorship benefits per contracts (Abu Dhabi Food Hub, Ghassan Aboud Group)
- * Delegate acquisition for international and local delegates (Over 750 delegates)
- * Main point of contact for sponsors and delegates liaison during build and event day

August 2021 – Jan 2022

**SPONSORSHIP MANAGER
People Creative**

CLIENT: Ministry of Culture and Youth, UAE

PROJECT: World Conference on Creative Economy (WCCE) 2021

- * **Successfully secured Etihad Airways sponsorship for 30+ Business Class speaker and partner flights**
- * Create sponsorship strategy, pitch documents and outreach plan
- * Secure event sponsorships and execute sponsorship contracts, benefits and delivery
- * Work in coordination with multiple departments including operations, logistics and production
- * Worked closely with speaker management to contact and manage international speakers
- * Maintained onsite presence to manage sponsor and partner relationship, ensure successful delivery and support operations, production and speakers.
- * Worked closely with marketing and social media team on marcoms campaign
- * Establish excellent client relationships and provide a high standard of service

FLASH ENTERTAINMENT

Jun 2019 – Feb 2021

SPONSORSHIP & COMMERCIAL ASSOCIATE (contractual role)

Sep 2018 – Feb 2019

SPONSORSHIP ASSOCIATE (contractual role)

Sep 2017 – Dec 2017

SPONSORSHIP COORDINATOR

Successfully completed sponsorship and commercial delivery of international mega-events and government initiatives with brands like du, Etihad Airways, Pepsi, Coca-Cola, ADCB, FAB, Mubadala, Dolphin Energy, Etisalat, Miral and ADEK over projects like:

MUSIC: Yasalam After-Race Concerts featuring Guns N' Roses, Pink, Travis Scott, Eminem, Bruno Mars

SPORT: FIFA Club World Cup 2018, Asian Football Championship (AFC) 2019, Mubadala Tennis Championship, World Jiu-Jitsu Championship and UAEPL

CULTURE: Abu Dhabi Classics featuring the Hamburg Symphony Orchestra and Magida El Roumi

EDUCATION: Abu Dhabi Science Festival

Roles and Responsibilities:

- * Commercial Strategy Creation and Pitch deck creation
- * Commercial strategy and proposals for event RFPs
- * Maintain sponsor lists and categorize suitable partnerships based on event profile
- * Drafted sponsorship contracts with legal teams
- * Managed execution of sponsorship benefits per contracts
- * Successfully established excellent client relationships and provide a high standard of service
- * Direct point of contact for sponsors and partners
- * Successfully account managed du and Pepsi partnerships
- * Created post event reports detailing the ROI delivered to partners
- * Brainstormed ideas for new product creation and IP development from commercial standpoint
- * Suggest and create strategic partnerships
- * Invoicing and payments, department financial reconciliation and data management
- * Salesforce process creation and data maintenance

March 2019

FLOOR MANAGER - AWARDS CEREMONIES (contractual role)

Great Big Events

PROJECT: Special Olympics World Games Abu Dhabi 2019

- * Conducted more than 80 awards ceremonies
- * Checked-in more than 500 "determined" athletes to the ceremonies area
- * Checked-in "Honored Guest" award presenters
- * Conducted daily briefings and training for volunteers and work-force
- * Delivered ceremony briefings to more than 500 "determined" athletes

Feb 2018 – Apr 2018

BUSINESS SUPPORT CONSULTANT (contractual role)

Geometry Global (A WPP Company)

CLIENT: smartwater by Coca-Cola

- * Developed footprints in the local market by partnering in brand compatible events
- * Expanded local partners and vendors including hospitality, lifestyle and fashion entities
- * Created opportunities for product exposure and awareness through event tie-ups including finalizing partnerships with **HARVEY NICHOLS and BLOOMINGDALES of the Al Tayer group.**
- * Reviewed all operational challenges and collaborating with client for smooth executions

Apr 2014 – May 2017

MARKETING AND TOURS MANAGER

Al Canari Tourism

- * Developed and implemented the company's customer service policy
- * Measured customer satisfaction and strategized to improve services
- * Designed and maintained Website and all social media channels
- * Managed Google AdWords and Facebook Advertising
- * Managed third-party online tour portals
- * Managed key relationships including industry vendors, tour providers and hotels
- * Determined requirements of clients of multiple nationalities and cultures to design tour experiences

Jul 2013 – Jan 2014

ASSISTANT MANAGER DISTRIBUTION & MARKETING

Footprint Entertainment (Cinepax Ltd sister company)

- * Sponsorship Presentations and Delivery Management (clients like PEPSICO, COCA-COLA, TELENOR)
- * Movie Content, National Distribution and Studio Liaison (SONY, UNIVERSAL and PARAMOUNT)
- * Movie Marketing Campaigns & Events
- * Planned and Executed Movie Premiere Events from concept to implementation
- * Oversaw local social media marketing of films including web and social media, TV, radio and print.
- * TV and Radio Media Liaison & PR

Sep 2011 – Jun 2013

DIRECT MARKETING EXECUTIVE

Cinepax Limited (Largest National Cinema Chain in Pakistan)

- * Events Planning & Execution – Movie Premieres, Site Launch, Promotional Events
- * Media Partnerships
- * Direct Marketing and Social Media
- * Marketing Coordination and Agency Management
- * Customer Services

Jan 2011 – Jul 2011

SUB-EDITOR, SUPPLEMENTS DESK

The News International (2nd Largest English Newspaper in Pakistan)

Skills:

- * Microsoft Office (Word, Excel, PowerPoint)
- * Presentation and Report writing
- * Outstanding Public speaking skills
- * Strong Organizational abilities
- * Stakeholder Management (Clients / Agencies / Vendors)
- * Salesforce and SAP
- * Salesforce, Clickup, Trello
- * Interpersonal skills
- * Account Management

Languages:

- * Native-level proficiency in written & spoken English (IELTS Score: 9)
- * Native Fluency in written & spoken Urdu
- * Fluency in spoken Hindi