

CHRISTINE DEYSOLONG

Senior Marketing & Communications Strategist | Brand Positioning |
Events | Digital Storytelling

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PROFESSIONAL SUMMARY

Results-driven Marketing & Corporate Communications professional with 10+ years of UAE experience, including strong expertise in the premium automotive sector and multi-brand business environments. Proven ability to manage 360-degree marketing activities across brand strategy, campaigns, PR, digital content, events, partnerships, internal communications, and performance reporting. Experienced in providing executive and C-level support, translating leadership direction into clear communication strategies, marketing plans, presentations, and brand governance frameworks. Strong track record in launching and repositioning brands, strengthening market visibility, and supporting business growth through structured, commercially aligned marketing execution.

CORE COMPETENCIES

- Brand Strategy & Positioning
- Integrated Marketing Campaigns
- Corporate Communications
- Digital Marketing (SEO, SEM, Content)
- Media Relations
- Stakeholder Engagement
- Event Management
- Internal Communications
- Team Leadership & Cross-Functional Collaboration
- Budgeting & ROI Optimization
- Website & Social Media Management
- Copywriting & Content Strategy

PROFESSIONAL EXPERIENCE

Corporate Communications Strategist / Marketing Specialist | Ultimate Motors | Dubai, UAE

Feb 2024 – May 2026

- Planned and executed 360-degree marketing campaigns, luxury automotive events, showroom activations, and customer engagement initiatives to strengthen Lamborghini's brand presence in the UAE.
- Developed and managed the annual marketing calendar across events, campaigns, partnerships, PR, digital content, and brand activations aligned with the yearly business plan.
- Managed event execution, including budgeting, supplier coordination, guest experience, branding, logistics, agency management, and post-event reporting.
- Supported marketing budget planning, quotation review, cost tracking, and campaign spend monitoring to ensure efficient use of approved budgets.
- Sourced and developed strategic partnerships with luxury, lifestyle, hospitality, and corporate brands to enhance visibility, customer engagement, and brand positioning.
- Prepared campaign reports, event recaps, budget updates, and performance summaries for management review and data-driven optimization.
- Implemented marketing governance tools, including internal guidelines, SOPs, templates, and reporting frameworks to improve execution consistency.

Corporate Communications Strategist / Executive Assistant to MD | Elite Group Holding | Dubai, UAE

Feb 2020 – Dec 2025

- Started with The Elite Cars (Now Elite Group Holding) in 2020 as Executive Assistant to the Managing Director, providing direct executive support while also assisting with marketing department activities, internal coordination, content preparation, and brand communication tasks.
- Progressed into a broader Corporate Communications and Marketing role, supporting the launch and corporate rebranding of Elite Group Holding and its subsidiaries, including The Elite Cars, Jetour, Zenvo, and SOUEAST
- Designed and launched an integrated, group-wide marketing calendar covering launches, events and digital campaigns.
- Developed and implemented marketing governance tools (brand guidelines, SOPs, templates and forms) to standardise execution across all entities.
- Established marketing performance tracking and reporting, enabling data-driven optimisation of campaigns and spend.
- Strategized and implemented group-wide communication frameworks aligned with leadership goals.
- Produced compelling content across platforms to support brand engagement and sales growth such corporate presentation decks, PR, website, etc.
- Planned, executed, and optimized marketing campaigns and high-profile events.
- Analyzed campaign performance and presented reporting insights to C-level executives.
- Serve as the primary marketing liaison between SOUEAST UAE and the SOUEAST HQ (China), ensuring clear coordination, alignment of brand and campaign requirements, timely communication, and smooth execution of marketing activities across both parties.

Contracts Manager | Caparo Middle East | Dubai, UAE

Dec 2016 – Nov 2019

- Supported product and brand marketing for batteries, cables, stainless steel, and regional trading product lines, including product positioning, marketing materials, and customer-facing content.
- Managed website content, product updates, company profiles, and digital marketing materials to maintain accurate and consistent brand representation.
- Coordinated sales and purchase activities, including quotations, purchase orders, supplier communication, customer requirements, logistics and delivery schedules.
- Managed sales and purchase contracts, ensuring compliance with commercial terms, legal requirements, delivery obligations, and internal approvals.
- Led trade finance and export documentation, including LCs, commercial invoices, packing lists, shipping documents, and compliance-related paperwork.
- Prepared sales updates, contract tracking reports, and market information to support management decision-making.

OTHER WORK EXPERIENCES

Marketing & Invoicing Manager – Uttam Galva International | Dec 2014 – Dec 2016

Managed Services Administrator – Ghobash Trading | Mar 2012 – Dec 2014

HR Assistant – Landmark Group | Dec 2010 – Mar 2012

Sales Consultant – Zunic, Manila | Jun 2010 – Dec 2010

Customer Service Team Lead – Pru Life UK | Apr 2004 – Jun 2010

Education

- MBA, De La Salle University – Philippines | 2005 – 2010
- B.S. in Business Administration, University of the Philippines | 1998 – 2002

Certifications

Certificate in Digital Marketing | Nadia Institute, Dubai | 2019

Languages

English: Fluent | Filipino: Fluent | German: Beginner (A2)