



Ameena Gorton

International Marketing Consultant

13550 Noves, France

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Languages

English (Fluent)

French (Work Proficiency)

About

I'm a creative marketer with a flair and passion for international business and communication. I've worked with multinational companies, government agencies, NGOs, small business and solopreneurs for over 18 years. I have a wealth of international experience which I now apply both on and offline. I have a real passion for emerging markets and creating strategies that convert.

As citizen of the world, international communication is in my DNA, I'm half English, half Egyptian, and grew up in the Middle East before studying in the UK. I have a Masters in Marketing, a BA Honors Degree in History of Modern Art and a background in Fine Art. I currently live in a small village in the South of France which has been my home for the last 14 years.

BRANDS WORKED WITH

Ameena Gorton Marketing

Fitness First Middle East

Glanum

Kamal Osman Jamjoom

Experience



● (External Consultant) Marketing Director

Glanum | Apr 2015 - Feb 2023

As an external consultant, my role at Glanum included defining and implementing the digital marketing strategies for their international clients. Working with a team, we created (and transcreated) global messages for over 80 different countries. My responsibilities included creating social media calendars, briefing artworks and videos, copywriting, designing promotions and competitions, writing commercial marketing proposals, social media training, and marketing support. I also managed a number of social media accounts, new and existing, to ensure brand compliance and improve visibility in their local markets.

Client Snapshot: Royal Canin International Division, Eukanuba (Latam), Saint Vincent Group, My Green Chapter, Advans, Qista

[Voir moins](#)

● International Marketing Consultant

Ameena Gorton Marketing | Mar 2007 -

International Marketing Consultancy started in Dubai in 2007. Business moved to France in 2009 and is currently an online marketing consultancy based in Provence working with clients internationally.

I develop and execute targeted and effective marketing strategies for brands internationally. I have a passion for emerging markets and brands with international goals. Strong experience with both adapting and creating engaging strategies based on the target audience whilst respecting brand guidelines and brand values. Experienced in developing and managing comprehensive marketing plans designed to grow targeted markets - whether it's a product launch, a brand building campaign, or a promotion I'll make sure you reach the right people.

A deep understanding of how a marketing campaign needs to fit a businesses' needs (and budget) I can assist in all touchpoints on, and offline, including social media planning and content creation, community management, newsletters, designing promotions, creating and managing competitions, targeted copywriting, briefing print and online marketing collateral.

I have participated in several international marketing training events where I help break down marketing concepts for practical use and implementation.

Client Snapshot:

- Deloitte, United Arab Emirates
- United Way, Peel, Canada
- Pioneer Outfitters, Alaska, USA
- Dumye, Dubai, UAE
- Cave Creative, Philadelphia, USA
- French Mortgage Direct, France
- Rabbit Labs, France

Voir moins



● Marketing Manager

Fitness First Middle East | Aug 2005 - Mar 2007

Integral member of a Corporate Team of 4. Responsible for launching Fitness First, the Number One Global Fitness Company, in Dubai, with an aggressive launch plan to open 5 clubs in one year.

- Guardian of the Brand Identity, ensuring International guidelines were respected when implementing locally
- Awarded 1st Place for "Best Branded Territory" by Fitness First Asia in 2006
- Developed creative pre-launch marketing campaign which secured 50% of total Membership Base prior to opening
- Responsible for pricing and sales performance including scripts and staff motivation
- Designed and implemented the "member privilege programme" which includes discounts, competitions and prizes exclusive to Fitness First Members
- Actively involved with Business Development and securing new locations working directly with the General Manager
- Implemented local and international recruitment campaigns
- Responsible for overseeing the creation and placement of print advertising

Voir moins

● Marketing Coordinator

Kamal Osman Jamjoom | May 2004 - Jul 2005

Marketing Coordinator for 2 brands in the GCC region with retail outlets in UAE, Qatar, Oman and Saudi Arabia.

Mikyajy (Cosmetics) a homegrown brand with 80+ stores

- Responsible for developing innovative marketing campaigns for advertising and POS material
- Created effective internal marketing campaigns to increase motivation and sales pre-product launches
- Organised photoshoots and events

Early Learning Centre franchise with 50+ stores

- Planned annual marketing plans and budgets
- Brand custodian - ensured compliance of brand guidelines
- Responsible for locally adapting international messaging to be locally relevant, and compliant, for the region: catalogues, in-store signage, advertising etc

Voir moins

Education & Training

- 2002 - 2003 ● **The University of Manchester**
MSC, Marketing
- 1999 - 2002 ● **The University of Manchester**
BA (Hons), History of Modern Art
- 1998 - 1999 ● **Hastings College**
BTEC, Art and Design