

Faisal Mahmood

Abu Dhabi - UAE

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Nationality: Pakistani

Visa Status: Residence Visa

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Professional Summary

Results-driven professional with a Master's in Economics and MBA, offering extensive experience in Project Management, Business Development, Event Planning, Administration and Operations. Proven track record of managing large-scale exhibitions and international events across United Arab Emirates (UAE) and Pakistan. Adept at strategic planning, vendor management, and client relations to drive business growth and operational excellence.

Core Competencies

- Project & Event Management
- Business Development & Client Relations
- Operations, Logistics & Coordination
- Marketing & Promotions
- Administration & Office Management
- Vendor & Supplier Management
- Budgeting & Cost Control
- Data Analysis & Reporting
- Risk Management & Compliance
- Team Leadership & Training
- CRM & Stakeholder Engagement

Professional Experience

Projects Consultant (Freelance)

Abu Dhabi Summer Sports

ADNEC Group

June 2024 – December 2024

- Managed registration, transportation and ticketing for large-scale indoor sports events.
- Managed event budgeting, pricing strategies, vendor quotations, and invoice reconciliation.
- Coordinated with vendors, designers, and strategists to align project goals.
- Supervised temporary staff deployment and customer relationship management.

Production Associate

COP28 & Hai Ramadan – Expo City Dubai | ETHARA – United Nations

October 2023 – April 2024

- Managed operations for six major event venues in the Green Zone.
- Created post-event reports and managed data analytics for event performance evaluation.
- Led team coordination, logistics, and shift scheduling.
- Oversaw event execution at key pavilions, ensuring seamless operations.

Project Manager (Events & Exhibitions)

Prime Event Management

May 2018 – September 2023

- Developed and executed event marketing strategies and B2B & B2C campaigns.
- Managed logistics, vendor negotiations, venue setups, and post-event evaluations.
- Oversaw budget management, procurement, and sponsorship acquisition.
- Conducted market research to identify trends, competitors, and opportunities in the event industry.

- Troubleshoot operational and logistical challenges on-site.
- Developed and maintained strong relationships with key stakeholders.
- Provided regular project updates, reports, and post-event analysis.
- Vendor Negotiation, Stakeholder Engagement, Event Budgeting.

Project Manager (PAKPLAS Exhibitions)

Pakistan Plastic Manufacturer Association

August 2015 – May 2018

- Led project planning, execution, and financial oversight for Pakistan's largest plastic industry exhibition.
- Managed relationships with international exhibitors and stakeholders.
- Negotiated media partnerships and sponsorship deals to enhance visibility.
- Conducted market research to identify trends, competitors, and opportunities in the event industry.
- Troubleshoot operational and logistical challenges on-site.
- Developed and maintained strong relationships with key stakeholders.
- Provided regular project updates, reports, and post-event analysis.
- Vendor Negotiation, Stakeholder Engagement, Event Budgeting.

Manager Administration (Events Management)

WOW Events & Exhibition – Abu Dhabi

(Ethara – Flash Entertainment – ADMM)

August 2011 – June 2015

- Supervised 50+ event staff per event, registration, and logistics management.
- Coordinated international agriculture, fashion, and corporate exhibitions.
- Events Administration
- Managed event budgeting, pricing strategies, vendor quotations, and invoice reconciliation.
- Worked onsite with the team and clients.
- Handled tender bids and competitor analysis.

Manager Administration & Operations (Events and Exhibitions)

Vibes Events – Abu Dhabi

(Ethara – Flash Entertainment – ADMM)

April 2008 – June 2011

- Events Administration & Operations
- Supervised minimum 100+ event staff per event, registration, and logistics management.
- Coordinated international agriculture, fashion, and corporate exhibitions.
- Managed event budgeting, pricing strategies, vendor quotations, and invoice reconciliation.
- Worked onsite with the team and clients.
- Handled tender bids and competitor analysis.

Key Events & Exhibitions

- **UAE:** Arab Plast, Arab Health, COP28, Expo 2020 Dubai, Agra ME, MECS, Formula 1, Ferrari World, FIFA Club World Cup, Abu Dhabi Summer Sports, Science Fest, IPL, Madonna Shakira, Bon Jovi, George Michael, Alicia Keys, Elton John, Rolling Stone, Coldplay, Manarat Al Saadiyat, Abu Dhabi Film Festival, Qasar Al Hosn, Malls Promotions, Fashion Shows, COP28 United Nations, Hai Ramadan, Expo 2020.
 - **Pakistan:** PAKPLAS, Pak Pharma & Healthcare Expo, CFO Conference and Pak Water & Energy Expo.
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Education & Certifications

- **Master of Economics** – University of the Punjab, Pakistan
- **MBA (Marketing & Management)** – University of the Punjab, Pakistan
- **Bachelor of Commerce** – University of the Punjab, Pakistan
- **Certified Marketing Professional** – QASF, Pakistan
- **Diploma in Computer Sciences** – NIMS, Pakistan

- **PMCP Certification** – Board of Trade & Technical Education, Pakistan
 - **Certifications:** Agile, A+ Hardware, English Language (NUML)
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Technical Skills

- Microsoft Office Suite (Excel, PowerPoint, Word, Outlook)
 - CRM Software & Project Management Tools
 - Budgeting & Financial Planning Tools
 - Data Analysis & Reporting Software
 - Team Accreditation System
 - Microsoft Office 365
 - Event Management & Ticketing Platforms
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Major Clients & Collaborations

- Ethara / Flash Entertainment / ADMM
 - Expo City Dubai
 - ADNEC / WRG
 - United Nations & COP28
 - ADNEC & Abu Dhabi Tourism Authority
 - Reed Exhibitions & DMG Group
 - Ferrari World & Yas Island
 - Manchester City Store & Edinburgh Science Festival
 - Zayed Sports City / Ticketmaster
 - Du Arena / Etihad Arena
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Languages

- English (Fluent)
 - Urdu (Native)
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