PHENOMENAL
CONSULTANCY

01
SEPTEMBER 2026

A PHENOMENAL CONSULTANCY PUBLICATION

PHENOMENAL CANDIDATES

What your team deserves.

Phenomenal Consultancy presents five candidates worth close attention from recruiters, hiring managers and decision-makers.



PIA MARIA SAADE



JOHN SHADDAI



ROHA TARIQ



ANA DRORY



GARY BAKER

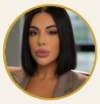
Operations · Creative · Communications · Digital Marketing · HR

MARKETING WHAT'S NEXT. IDEAS. BRANDS. PEOPLE.

WHAT THIS IS

Good people get overlooked because their CV sits in a folder nobody opens. This publication does the opposite. Each professional here has been given a full page, written from their actual record rather than a job title, and put in front of a network of more than 12,000 recruiters, hiring managers, founders and business owners.

We are a marketing consultancy, not a recruitment agency. We do not place candidates and we promise no interviews. What we do is make sure the right people see them.



PIA MARIA SAADE
Operations & E-Commerce Coordinator 03



JOHN SHADDAI
Creative Marketing Manager & Creative Head 04



ROHA TARIQ
Strategic Communications Leader 05



ANA DRORY
Digital Marketing & Brand Growth Manager 06



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Head of Operations & HR 07

THE CONSULTANCY

Phenomenal Consultancy is a marketing advisory founded in Montreal in 2012 and reestablished in Dubai. We work on ideas, brands and people: positioning, campaign strategy, creative direction and visibility programmes for businesses and, through Featured Candidate, for individual professionals.

A single-principal practice by design. Every engagement is handled by the person you speak to, with no account layer in between.

THE PRINCIPAL

Mo Said is the founder of Phenomenal Consultancy and an AI marketing architect based in Dubai. He built the Featured Candidate programme after watching capable professionals lose out to weaker CVs that were simply better presented.

He publishes to a LinkedIn network of more than 12,000 recruiters, hiring managers, founders, HR leaders and decision-makers across the UAE and beyond.

GET IN TOUCH

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EVERYTHING IN ONE PLACE
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MO SAID ON LINKEDIN
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FEATURED CANDIDATE

PIA MARIA SAADE

Operations & E-Commerce Coordinator

Some people keep a business running quietly and well. She is one of them.

4+	3	5	100%
YEARS	LANGUAGES	PLATFORMS OWNED	REMOTE PROVEN

WHY SHE IS WORTH A CALL

- Owns the **complete order-to-invoice workflow** in SalesBinder, from stock transfers and quotations through to client invoicing, then reconciles it all in QuickBooks.
- Runs **Shopify plus Namshi and Noon** marketplace listings, pricing and fulfilment workflows for a Dubai business.
- Coordinates outbound logistics across **DHL, DHL Express and Aramex**, and keeps inventory synchronised across platforms.
- Handles client enquiries in **Arabic, English and French**, built on luxury hospitality and high-net-worth real estate service.
- Works remotely from Beirut with **no supervision required** and full ownership of her remit.

TRACK RECORD

Operations & Distribution Coordinator
Saffron Souk, Dubai · 2026 to present

Marketing & Operations Coordinator
Nalbandian Carpets, Lebanon

Maintenance Coordinator
E.L.E. SAL, Lebanon

Relationship Manager
Dar Global Real Estate, Doha

Customer Service Specialist
The St. Regis Hotel, Doha

TOOLS

Shopify · SalesBinder · QuickBooks · SAP Business · Mailchimp · Canva Pro · Meta Ads · Excel

EDUCATION

BA Translation & English Studies, AUST Beirut. Meta Social Media Marketing Professional Certificate.

DUBAI FOCUSED · REMOTE OR HYBRID · AVAILABLE NOW

FULL CV ON REQUEST

Message Mo Said directly. Serious enquiries only.



FEATURED CANDIDATE

JOHN SHADDAI

Creative Marketing Manager & Creative Head

Most creative leaders delegate. He still opens the file himself.

15+	$12M	3	2
YEARS	CONCEPT EXIT	REGIONS	NATIVE LANGUAGES

WHY HE IS WORTH A CALL

- Created and directed an F&B concept that **sold for $12,000,000**, running it from concept through design to opening and beyond.
- Built and led creative teams across **F&B, retail, real estate, construction and events** brands in the UAE.
- Delivered a **VR marketing project for luxury hotels** under Diwan Arabia D3, alongside brand assets for a 40-store retail chain.
- Works **end to end**: concept creation, brand direction, design, photo and video production, post-production and delivery.
- Fifteen years spanning **West and Central Africa through to the UAE**, with public speaking and presentation strength.

TRACK RECORD

Creative Marketing Manager
Amai Gourmet, UAE · 2023 to present

Creative Director
Bulldozer Group, UAE

Creative Director
800Food, Dubai

Art Director
Keynes Group, UAE

Lead Designer
AMusic, West & Central Africa

TOOLS

Photoshop · Illustrator · After Effects · Premiere Pro · CapCut

EDUCATION & LANGUAGES

Bachelor of Arts. English and French, both native.

DUBAI · UAE, GCC AND AFRICA · AVAILABLE NOW

FULL CV & PORTFOLIO ON REQUEST

Message Mo Said directly. Serious enquiries only.



FEATURED CANDIDATE

ROHA TARIQ

Strategic Communications Leader

When the narrative comes under pressure, someone has to hold it steady. She is that person.

10+	9	15	20%
YEARS	COUNTRIES	SPECIALISTS & AGENCIES LED	WORKFLOW GAIN

WHY SHE IS WORTH A CALL

- Led strategic and stakeholder communications for a **multi-country economic development programme** across Asia-Pacific, engaging governments, donors and private-sector partners.
- Managed and mentored **five country communications specialists and around ten external consultants and agencies**.
- Directed **media relations, crisis and issue response** and public-facing spokesperson work, including a national campaign launch.
- Improved communications and knowledge workflows by **around 20%** across geographically dispersed teams.
- Advises senior leadership on **corporate narrative and executive communications**, translating complex change into clear decisions.

TRACK RECORD

Communications Consultant, Senior Advisor
Palladium Group, Dubai · 2025 to present

Deputy Communications Director
Market Development Facility, Palladium · 2021 to 2025

Communications Specialist
MDF, Pakistan, Sri Lanka & Timor-Leste

Communications Specialist
USAID-funded projects, Pakistan

REGIONS

UAE · Pakistan · Sri Lanka · Timor-Leste · Fiji · Samoa · Tonga · Vanuatu · Papua New Guinea

EDUCATION

BSc (Hons), LUMS. AI certifications with Dubai Future Foundation and Google.

DUBAI · UAE AND GLOBAL REMOTE · OPEN TO NEW ROLES

FULL CV ON REQUEST

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FEATURED CANDIDATE

ANA DRORY

Digital Marketing & Brand Growth Manager

Seven years inside Apple teaches you something about premium brands that no course does.

10+	7	4	0
YEARS	YEARS AT APPLE	LANGUAGES	SPONSORSHIP NEEDED

WHY SHE IS WORTH A CALL

- **Seven years inside Apple** in Dubai across product, technical and operations roles, absorbing customer psychology, product storytelling and premium brand standards.
- Led **integrated marketing and PR strategy** at SEVA Experience across digital channels, events, content and customer journey.
- Built and launched an **e-commerce operation end to end**, including the website and fulfilment processes.
- Managed **high-ticket sales and premium client relationships**, plus CRM and email automation.
- Degree in **industrial and organisational psychology**, applied directly to customer behaviour and conversion.

TRACK RECORD

Marketing & Public Relations Manager
SEVA Experience, Dubai

Operations, Technical & Product Specialist
Apple Inc., Dubai · 2017 to 2024

Strategy, Projects & Operations Manager
SEVA Experience, Dubai

Operations Administration Coordinator
Protection UNIT, Belgium

EDUCATION

BSc Industrial & Organisational Psychology, Université Libre de Bruxelles. PRINCE2 Project Management.

LANGUAGES

French and English native · Dutch professional · German limited

FULLY REMOTE, ANY TIMEZONE · OWN VISA, NO SPONSORSHIP REQUIRED

FULL CV ON REQUEST

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FEATURED CANDIDATE

GARY BAKER

Head of Operations & HR

Most HR leaders manage people. He reads the numbers too.

15+	1.8M	300	31
YEARS IN THE UAE	AED TAKEN OUT OF COST BASE	PERSON BUSINESS	DIRECT TEAM

WHY HE IS WORTH A CALL

- Took **AED 1.8M+ out of the cost base at AX Capital**, including AED 800K a year on parking and AED 500K+ by correcting a leave encashment calculation nobody had questioned.
- Ran HR, administration and internal operations as **one function reporting to the CEO**, with a team of 31 across a 300 person business.
- Cut employee request turnaround at MAG **from four days to 24 hours** through automation.
- Reduced payroll **20% at THE One**, saved AED 500K on medical renewals and delivered AED 1M in rent reductions.
- Drove the business to **number 1 in Great Place to Work** three years running, in the final year across the UAE, Kuwait and Bahrain.
- Full **UAE Labour Law, WPS, MOHRE and Emiratisation**, built across scale-up and restructuring.

TRACK RECORD

Head of Back Office Operations
AX Capital Real Estate · 2025 to 2026

Director of HR Operations
Keturah, MAG Property Development

Human Resources Manager
THE One Total Home Experience

Operations Manager, Costa Coffee
Emirates Leisure Retail, Emirates Group

Human Resources Director
Yas Island Rotana & Centro Hotels

QUALIFICATIONS

ACCA part qualified · AAT Levels 2, 3 & 4 · Certified PI Analyst

SYSTEMS

Oracle HRMS & Fusion · Bitrix24 · Oasys HRIS · QuickBooks · Sage · MOHRE & ICA portals

DUBAI PREFERRED, UAE WIDE · IMMEDIATELY AVAILABLE, OWN VISA

FULL CV ON REQUEST

Message Mo Said directly. Serious enquiries only.

BE THE NEXT FEATURED CANDIDATE

If you are looking for your next opportunity, this is what we do for you. Your profile, written properly and designed properly, placed in front of a network of more than 12,000 founders, executives, HR leaders, recruiters and headhunters. We feature a small number of professionals each month.

01 · THE READ

We go through your CV properly and find the things that actually make you hireable, not the job titles.

02 · THE BUILD

A designed profile page and a written feature that reads like an argument, not a list.

03 · THE REACH

Published to a network built over years across the UAE and beyond, to people who hire.

04 · THE FOLLOW-UP

Enquiries come to us. We qualify them and pass the serious ones straight to you.

ONE THING TO BE CLEAR ABOUT

Phenomenal Consultancy is a marketing consultancy, not a recruitment agency. We do not place candidates and we make no guarantee of interviews or offers. What we guarantee is that the right people see you.

MESSAGE MO SAID TO ENQUIRE

Tell us what you do and what you are looking for. If it is a fit, we will tell you straight.

FEATURED IN THIS ISSUE



PIA MARIA SAADE



JOHN SHADDAI



ROHA TARIQ



ANA DRORY



GARY BAKER

PHENOMENAL CONSULTANCY

MARKETING WHAT'S NEXT. IDEAS. BRANDS. PEOPLE.

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