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

02
OCTOBER 2026

A PHENOMENAL CONSULTANCY PUBLICATION

PHENOMENAL CANDIDATES

What your team deserves.

Phenomenal Consultancy presents seven candidates worth close attention from recruiters, hiring managers and decision-makers, including two new additions this issue.



LIUDMILA ONISCHEVICI

NEW



SYED ZAINUL ISLAM

NEW



PIA MARIA SAADE



JOHN SHADDAI



ROHA TARIQ



ANA DRORY



GARY BAKER

Banking · FMCG Marketing · 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 13,000 recruiters, hiring managers, founders and business owners.

Issue 02 welcomes two new professionals, Liudmila Onischevici in banking and investment and Syed Zainul Islam in FMCG marketing, alongside the five from our first issue.

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.

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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 13,000 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
linktr.ee/PhnmnlHQ

MO SAID ON LINKEDIN
linkedin.com/in/mophenomenal



FEATURED CANDIDATE | NEW THIS ISSUE

LIUDMILA ONISCHEVICI

Banking & Investment Advisor

Trust is the real product in private banking. She has been earning it for seventeen years.

17+	#1	$24M	98%
YEARS	ADVISOR, WESTERN CANADA	NEW BUSINESS GENERATED	AUDIT COMPLIANCE

WHY SHE IS WORTH A CALL

- Ranked the **number 1 Financial Advisor in Western Canada** at National Bank of Canada from 2021 to 2023, honoured with the Gala Assembly Award.
- Generated **USD 24M in new wealth management and private banking business** and grew assets under management by 30%.
- Structured and managed **USD 25M in multi-asset portfolios**, delivering an average 18% year-over-year return.
- Delivered **98% audit compliance with zero AML/CFT violations** across four consecutive reviews, with working command of FATCA and CRS.
- Led investor relations and due diligence for corporate investment projects in Dubai, built on years serving **VVIP, diplomatic and high-net-worth clients**.

TRACK RECORD

Business Associate, Investments
Infomatics Consulting, Dubai · 2024 to 2026

Banking Advisor & Relationship Manager
National Bank of Canada · 2021 to 2024

Guest Relations, VVIP Private Aviation
ExecuJet Middle East, Dubai · 2019 to 2020

Purser, Senior Flight Attendant
flydubai · 2014 to 2019

Sales Ambassador, Luxury Retail
Jimmy Choo, Al Tayer Group · 2012 to 2014

CERTIFICATIONS

Financial Planning & Wealth Management and Commercial Banking, Corporate Finance Institute. Diploma in Hospitality Management, CICC Canada.

LANGUAGES

English · Romanian · Russian

DUBAI · OPEN ACROSS THE UAE AND GCC · AVAILABLE NOW

FULL CV ON REQUEST

Message Mo Said directly. Serious enquiries only.



FEATURED CANDIDATE | NEW THIS ISSUE

SYED ZAINUL ISLAM

FMCG Marketing & Brand Strategy

Plenty of marketers build brands. He makes them commercially work.

12	AED 6.0M	44%	6
YEARS IN FMCG	BUDGETS OWNED	YOY SALES GROWTH	MONTHS TO BREAKEVEN

WHY HE IS WORTH A CALL

- Took **Artisano, Nelson Paints' first premium brand, from zero to breakeven in 6 months**, hitting revenue targets in four.
- Drove **44% year-on-year topline sales growth** at ITT Foods, owning an annual plan of c.4.8M units presented directly to the COO.
- Owned **P&L and A&P budgets up to AED 6.0M** and sat on the management committee that set pricing and trade offers.
- Led the **award-winning Neo Mehman Aya campaign** for Tapal Mezban, Pakistan's largest selling tea brand, for 9.8% growth.
- Trained inside **Philip Morris International and L'Oréal**, then led marketing teams of up to 8 reporting at COO level.

TRACK RECORD

Marketing Manager
Nelson Paints · 2023 to 2025

Marketing Manager
ITT Foods, Dipitt · 2021 to 2023

Brand Manager
NayaPay, digital wallet launch · 2020 to 2021

Regional Key Account Manager
L'Oréal Pakistan · 2019 to 2020

Brand Manager
Tapal Tea · 2017 to 2019

Brand & Area Sales Roles
Philip Morris International · 2013 to 2017

EDUCATION & LANGUAGES

MBA Marketing, IBA Karachi. English and Urdu fluent, Bahasa Malaysia intermediate.

DUBAI · NO SPONSORSHIP REQUIRED · IMMEDIATELY AVAILABLE

FULL CV ON REQUEST

Message Mo Said directly. Serious enquiries only.



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

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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

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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

Message Mo Said directly. Serious enquiries only.



FEATURED CANDIDATE

ANA DRORY

Senior Business & Commercial Manager

The founder left for months. She ran the whole business.

45	7	15+	0
EMPLOYEES MANAGED	YEARS AT APPLE	YEARS EXPERIENCE	SPONSORSHIP NEEDED

WHY SHE IS WORTH A CALL

- Ran a **45-person multi-activity business as delegated CEO** through the founder's extended absence, covering HR, IT, procurement, budgets, vendors, recruitment and compliance.
- **Seven years inside Apple** across product, technical and retail operations, absorbing premium brand standards and customer psychology.
- Founded and ran her own **B2B marketing company**, owning the full commercial cycle from prospecting and proposals through closing and delivery.
- Built and launched an **e-commerce operation end to end**, including the website and fulfilment processes.
- Wrote the **SOPs, workflows and process documentation** that held a dispersed operation together, and managed the escalations nobody else would take.
- Degree in **industrial and organisational psychology**, applied directly to customer behaviour and conversion.

TRACK RECORD

Business Owner & Lead Strategist
High Vibe Marketing Management, Dubai · 2024 to 2026

Marketing & Public Relations Manager
Multi-activity group, Dubai · 2024

Strategy, Projects & Operations Manager
Multi-activity group, Dubai · 2022

Retail Operations Expert
Apple Inc., Dubai · 2022 to 2024

Technical Specialist
Apple Inc., Dubai · 2018 to 2022

Product Sales Specialist
Apple Inc., Dubai · 2017 to 2018

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

Message Mo Said directly. Serious enquiries only.



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.

HAVE A MANDATE NOBODY CAN FILL?

Same network, pointed the other way. We design the role and publish it to more than 13,000 founders, executives, HR leaders, recruiters and headhunters across the UAE and GCC. Not a listing on a job board. A designed feature that people stop for.

01 · THE BRIEF

You tell us the role, the client type, and what has made it hard to fill so far.

02 · THE BUILD

We design the feature and write it around the opportunity rather than the job spec.

03 · THE REACH

Published to the network, plus a full page in the next issue of this publication.

04 · THE ENQUIRIES

Responses come straight to you. We never hold, screen or represent your candidates.

> **ONE THING TO BE CLEAR ABOUT**
>
> Phenomenal Consultancy is a marketing consultancy, not a recruitment agency. We do not source, screen, place or supply candidates, and we take no part in your fee. We sell design and distribution. That is the whole service.

MESSAGE MO SAID WITH THE MANDATE

Tell us the role and the market. If our network cannot help, we will say so.

Also available: brand and marketing advisory for recruitment firms. Positioning, campaign strategy and creative direction, from a consultancy that works in your market every day.

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