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

ISSUE 03
NOVEMBER 2026

A PHENOMENAL CONSULTANCY PUBLICATION

PHENOMENAL CANDIDATES

What your team deserves.

Five professionals worth close attention from recruiters, hiring managers and decision-makers. **Including one new addition this issue.**



LIUDMILA ONISCHEVICI
BANKING & INVESTMENT



NEW

SAIF TAUFIQ KHAN
ACCOUNT & MARKETING



SYED ZAINUL ISLAM
FMCG MARKETING



JOHN SHADDAI
CREATIVE



ROHA TARIQ
COMMUNICATIONS

CLIENT SERVICING · BANKING · FMCG MARKETING · CREATIVE · COMMUNICATIONS

MARKETERS, NOT RECRUITERS

PHNMNL.VIP

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 03 welcomes Saif Taufiq Khan, who works at the point where client servicing meets integrated marketing, alongside four professionals carried through from earlier issues.

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.

SAIF TAUFIQ KHAN NEW
Account & Marketing Manager 03

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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
phnmnl.vip

MO SAID ON LINKEDIN
linkedin.com/in/mophenomenal



FEATURED CANDIDATE

SAIF TAUFIQ KHAN

Account & Marketing Manager

Most marketing depends on one person being there. He builds the version that doesn't.

AED 150K	12M+	68%+	0
MONTHLY MEDIA MANAGED	CAMPAIGN IMPRESSIONS	LEAD QUALIFICATION	SPONSORSHIP NEEDED

WHY HE IS WORTH A CALL

- Took **Serai and BNS Couture, two fashion e-commerce brands, from proposition to market** at Rockville Technologies, working across product, brand, content and tech teams, then **expanded Serai into Bulgaria**.
- Built the **regional performance dashboards at Graana** that tied marketing results to revenue across three markets, so budget decisions stopped being guesswork.
- Holds and spends real client money. **AED 150K a month in media** under his control on the AVATR UAE launch, **12M+ impressions** delivered, **300+ leads a month** at a **68%+ qualification rate**.
- Supported **PKR 4B+ in property sales** at Graana, and launched a skincare brand to **15,000+ sales inside 90 days**.
- Agency, consulting and in-house across **eight years** in the UAE, UK and Pakistan. He has written the brief and he has answered it.

TRACK RECORD

Account & Marketing Manager
Zebra Ink FZC, Dubai · Automotive, legal services, retail

Growth Marketing Manager
Rockville Technologies · Serai.com.pk and BNS Couture, fashion e-commerce

Performance Marketing Manager
Graana.com · Property platform across Pakistan, UAE and UK

Digital Community Manager
M&C Saatchi World Services · International, corporate and public sector

Marketing Manager
Rebrand and digital transformation, semi-government foundation

Marketing Manager
XOHA · Skincare e-commerce launch

EDUCATION

MSc Digital Marketing Management. Cardiff Metropolitan University, UK.

OPEN TO

Marketing Manager · Account Manager · Client Partnerships. Agency side or client side, he has worked both.

DUBAI · UAE AND INTERNATIONAL · OWN VISA, NO SPONSORSHIP REQUIRED

FULL CV ON REQUEST

Message Mo Said directly. Serious enquiries only.



FEATURED CANDIDATE

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

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

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

Strategic Communications Consultant
Independent, Dubai · 2025 to present

Communications Consultant, Senior Advisor
Palladium Group, Dubai · 2025 to 2026

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

Communications Specialist
MDF and USAID-funded projects · 2015 to 2021

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 FULL-TIME ROLES · AVAILABLE IMMEDIATELY

FULL CV ON REQUEST

Message Mo Said directly. Serious enquiries only.

NEW FROM ISSUE 04

FEATURED PARTNERS.

Your brand. Our centerfold.



Two facing pages at the heart of every issue, one partner on each. **Designed in-house around your brand**, delivered by name to UAE recruitment firms and shared with a LinkedIn network of **13,000+ founders, executives, HR leaders and recruiters.**

DESIGNED IN-HOUSE · SEEN BY THE PEOPLE WHO HIRE · BY INVITATION

Places are limited. Message Mr. Mo to hold one.

PHENOMENALCONSULTANCYGROUP@GMAIL.COM · PHNMNL.VIP

RECRUITMENT MARKETING

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 Mr. Mo 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.

FEATURED IN THIS ISSUE


SAIF TAUFIQ KHAN


LIUDMILA ONISCHEVICI


SYED ZAINUL ISLAM


JOHN SHADDAI


ROHA TARIQ

FEATURED PARTNERS

New from Issue 04. Places are limited. See page 8.

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