ROBERTA GEMMELL

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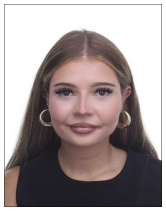

PROFESSIONAL SUMMARY

Highly motivated and organized professional with experience across marketing, business operations, customer relations, project support, and executive administration. Experienced in coordinating marketing campaigns, managing client communications, supporting senior management, and working closely with suppliers, contractors, and operational teams.

Passionate about fit-out, interior design, renovations, and project delivery, with strong communication, organizational, and problem-solving skills developed through hands-on experience in both marketing and business operations. Seeking an opportunity to build a long-term career within the fit-out and construction industry while developing expertise in project coordination, business development, and client management.

PROFESSIONAL EXPERIENCE

Junior Content Creator

Al Habtoor Realty | Dubai, UAE | June 2026 – Present

- Researched, scripted, presented on camera and edited short-form videos about the Dubai real estate market.
- Developed the concept for a recurring social media series showcasing Dubai developers and their projects.
- Created educational reels explaining off-plan payment plans, handover costs and ready-property transfers for prospective buyers.
- Wrote copy for real estate marketing campaigns.
- Turned footage from agent briefing meetings into short videos for internal and social use.
- Edited videos with captions, motion graphics, B-roll and sound design, and designed branded reel covers.
- Used generative AI tools to create video clips and visual assets for social media content.

Marketing Executive & Business Operations Support

Floorworld LLC | Dubai, UAE | August 2025 – March 2026

- Managed social media accounts across Instagram, Facebook, LinkedIn, TikTok, and Google Business.
- Created, filmed, edited, and published marketing content including reels, promotional videos, project showcases, product campaigns and brand content.
- Planned and executed content calendars, marketing campaigns, and promotional activities across multiple UAE and Oman branches.
- Managed Meta Business Suite and Sprout Social, including content scheduling, publishing, account administration, and performance monitoring.
- Managed Google Business Profiles across multiple showroom locations, including uploading photos, updating business information, monitoring reviews, and maintaining online presence.
- Assisted in collecting and managing customer reviews to strengthen brand credibility and local search visibility.
- Coordinated photography, videography, showroom content, and project showcases to support lead generation and brand awareness.
- Worked closely with management, suppliers, and showroom teams to support business operations and marketing initiatives.
- Assisted with customer enquiries, lead management, and customer service communications across multiple channels.
- Supported digital advertising campaigns and social media paid promotion activities.
- Assisted with administrative, operational and cross-departmental business projects.

Social Media Content Creator & Marketing Coordinator.

GHL Properties | Dubai, UAE | May 2025 – July 2025

- Created, edited, and published real estate marketing content across Instagram, TikTok, Facebook, and LinkedIn.
- Coordinated property marketing campaigns, promotional content, and listing advertisements.
- Filmed and edited project updates and community-focused content.
- Worked closely with sales teams and management to support lead generation and client engagement.
- Assisted with content planning, scheduling, and campaign execution.
- Maintained consistent brand presence and audience engagement across multiple platforms.
- Coordinated multiple projects simultaneously while working within strict deadlines.

PROFESSIONAL EXPERIENCE (CONTINUED)

Administrative Assistant / Personal Assistant to CEO
Floorworld LLC | Dubai, UAE | September 2024 – March 2025

- Managed executive calendars, appointments, meetings, and travel arrangements.
- Coordinated domestic and international travel logistics including flights, accommodation, transportation, and visa applications.
- Assisted with supplier communication, documentation, and administrative coordination.
- Maintained confidential records and supported daily business operations.
- Worked closely with senior management on company-wide projects and operational activities.
- Assisted with scheduling, planning, and coordination of business meetings and events.

Business Operations & Departmental Training
Floorworld LLC | Dubai, UAE | January 2024 – August 2024

- Completed rotational training across sales, customer service, logistics and administration departments.
- Worked within showroom operations, assisting sales consultants and gaining extensive product knowledge across flooring, interior finishes and related solutions.
- Assisted with customer enquiries, follow-ups, and customer service communications, helping maintain strong client relationships.
- Gained exposure to the sales process, including client interactions, product recommendations, quotations, and showroom presentations.
- Supported inventory coordination, supplier communication, and operational workflows.
- Assisted with invoice processing, documentation, and general business administration functions.
- Developed an understanding of how multiple departments work together to support business growth and project delivery.
- Built strong communication, problem-solving, and client-facing skills through daily interaction with customers, suppliers, and colleagues.

CORE SKILLS

Project Coordination • Business Development Support • Client Relationship Management • Supplier & Contractor Coordination • Scheduling & Planning • Lead Management • Marketing Coordination • Social Media Management • Content Creation & Video Editing • Customer Service • Documentation & Reporting • Microsoft Office (Word, Excel, PowerPoint) • Meta Business Suite • Sprout Social • Google Business Profile Management • Time Management & Organisation • Problem Solving & multitasking.

LANGUAGES

English – Native • Russian – Fluent (Spoken) • Arabic – Basic (Currently Learning)

INTERESTS

Interior Design • Fit-Out & Renovation Projects • Property Development • Business Development • Project Management • Content Creation • Video Editing • Using and Learning About AI Tools

ADDITIONAL INFORMATION

UAE Golden Visa Holder • Based in Dubai, UAE • Available Immediately • Full UAE Driving Licence.

PORTFOLIO & SOCIAL MEDIA WORK

Recent Work & Content Portfolio
View my portfolio on Google Drive

- Floorworld LLC: @floorworlduae (on all social media platforms)
- GHL Properties Agent Content:
- @madhav.realestate.ghl
- @rayansrealty
- @roninmedia.ae
- @alhabtourrealty

Please note: Much of the content created during my time with GHL Properties was published on the company's main social media accounts and agent profiles. Since my departure, some content has been removed from the company pages; however, examples of my work can still be viewed on the agent accounts listed above.