Jino Joy Abraham

Retail & Mall Marketing | Applied AI

Ras Al Khaimah, UAE | linkedin.com/in/jinojoyk

UAE marketing professional with 8+ years across retail and shopping malls. Experience in integrated campaigns, experiential marketing, tenant partnerships, customer loyalty and campaign reporting. Uses applied AI for campaign visuals, video production and interactive websites.

Professional experience

Manar Mall · Al Hamra Real Estate Development

Marketing Executive | Apr 2024 – Present

Coordinate marketing plans, seasonal campaigns, tenant promotions, events and destination communications. Support loyalty partnerships, advertising placements and campaign reporting. Work with tenants, agencies, vendors, procurement and corporate marketing.

Grand Hypermarkets · Regency Group

Corporate Marketing & Campaign Management Specialist (Acting Assistant Manager)
Aug 2022 – Mar 2024

Coordinated integrated retail campaigns, developed performance dashboards and helped IT implement a loyalty fraud detection and prevention portal.

Corporate Marketing Executive | Dec 2020 – Aug 2022

Supported e-commerce operations, store-team training, influencer campaigns and loyalty enrolment drives.

Senior Marketing Executive | Jan 2019 – Nov 2020

Supervised loyalty card operations, customer engagement, promotional materials and competitor monitoring.

Junior Marketing Executive | Mar 2018 – Dec 2018

Supported customer surveys, promotional communications and loyalty card enrolment.

Education

Master’s Degree in Marketing · Sikkim University, India

MBA in E-commerce & Human Resource Management · Distance learning

Bachelor of Commerce · University of Calicut, India

Selected capabilities

Retail and mall strategy · Integrated campaigns · Experiential activations · Tenant marketing · Loyalty and CRM · Campaign analytics · Applied AI for graphics, video and web