

# Mercedes M. Deriada

EXHIBITION ADMINISTRATOR MANAGER



+971543770764



mercedes.mderiada@protonmail.com



Abu Dhabi, 0000, United Arab Emirates



## EDUCATION

### Bachelor

Richmindale College / Abu Dhabi / 2023

### Higher National Certificate

Richmindale Institute / Abu Dhabi / 2022

## SKILLS

Management

Procurement

Booking(Resource Planning Software) Sales

Service Industries

Organizational skills

Strong negotiation skills

Industry knowledge and experience

Strategic Thinking

Impeccable time-management

## ABOUT ME

Highly motivated and results-driven professional with a decade of experience in the events industry and expertise in operation, logistics, administration, accounting, and customer service in the UAE. Known for meticulous attention to detail and a genuine passion for delivering exceptional service. Demonstrates an unwavering commitment to excellence, backed by a strong work ethic.

## WORK EXPERIENCE

### EXHIBITION ADMINISTRATOR MANAGER

ADIPEC - dmg events / Abu Dhabi - UAE / Dec 2022 - Present

#### Financial Management:

Track finances and reports.

Organize financial reports into weekly, monthly, and annual folders.

Assist with preparing budgets and providing periodic progress reports to event leaders for the entire project.

Keep track/reconcile the entire list of the event's finances including check requests, invoicing, and reports production on a weekly, monthly, and annual basis.

#### Sales and Country Agents:

Assign country coordinators for effective communication.

#### Customer Support and Satisfaction.

Set up a centralized support system for quick responses.

Conduct regular feedback surveys for improvements.

Assist special projects like trade show's a feature with meeting setup material, follow-up calls, RSVPs, AV follow-up, catering, etc.

#### Event Contracts:

In charge of creating and allocating space on the exhibition floor of one of the biggest trade shows in the region, ADIPEC (over 140,000 square meters, over 150,000 attendees). Plan revisions/layouts of ADIPEC events through AutoCAD and online software.

Develop standardized contract templates.

Use a contract management system for the organization.

#### Government Registrations:

Create a timeline for license processing. Appoint a compliance officer for registrations. Travel and Accommodation Management:

Partner with a travel agency for arrangements. Maintain a centralized travel database.

#### Exhibitor Online Manual:

Collaborate with Marketing and Operations teams. Keep the manual regularly updated and accessible.

#### Human Resources Management:

Utilize robust HRIS for employee records.

Designate HR representative for record maintenance.

## REFERENCES

### WEDAD ABOUD

Arab Development Company  
wedad.abboud@advisors.ae  
+97150 6121289

### SANJAY SINGH

Expo Consult - India  
sksingh@expoconsult.co.in  
+9198860 50823

### Senior Exhibition Administrator

ADIPEC - dmg events / Abu Dhabi - UAE / Apr 2017 - Nov 2022

### Exhibition Administrator (Permanent role)

ADIPEC - dmg events / Abu Dhabi - UAE / Oct 2011 - May 2017

### Admin Temporary

ADIPEC - dmg events / Abu Dhabi - UAE / Jun 2011 - Sep 2011

### EXECUTIVE ASSISTANT

IPSOS STAT / Abu Dhabi - UAE / Jul 2010 - Apr 2011

#### Raising Local Purchase Orders (LPOs).

Updating local and international transactions and marking specifications for furniture, curtain, lights, & sanitary items for each project.

#### Organizing staff bookings locally and internationally.

Professionally prepared and adjusted tailor-made presentations for clients. Reviewed and analyzed general layout drawings to identify source materials by their constituent parts.

Responsibly managed the fabric library, books, and sample materials, while meticulously preparing Bills of Quantity(BOQs). Took charge of seamless communication with suppliers, handling order processing, and managing invoices.

Diligently maintained and updated client and administrative documents, ensuring accurate daily project codes. Prepared concise weekly reports based on sales and orders and skillfully archived essential company documents and reports. Efficiently managed agendas, travel arrangements, and appointments. Proactively followed up with clients for payable collections, ensuring smooth financial transactions.

### PROCUREMENT & LOGISTIC/DOCUMENT CONTROLLER

Creation Line Decoration Inc. / Abu Dhabi / Aug 2009 - Feb 2010

#### Assisted the procurement department with various tasks, including:

- Raising Local Purchase Orders (LPOs).
- Reviewing and analyzing general layout drawings to identify source materials.

#### Took charge of seamless communication with suppliers by:

- Sending, confirming, and receiving orders.
- Preparing, sending, and receiving invoices.

#### Handled efficient document management by:

- Encoding, posting, and filing documentation with control numbers.

#### Responsible for preparing and updating:

- Weekly reports for clients.
- Administrative documents and daily project codes.

#### Ensured organized record-keeping by:

- Archiving company documents and reports.

#### Proficiently managed schedules and appointments, including:

- Agendas and travel arrangements.

Proactively followed up with clients for payment collection to maintain smooth financial transactions.