

## Contact

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## Top Skills

Event Management

Database Marketing

Social Media Marketing

# Dina Mistry

Honeywell Commercial Fire Marketing Operations Leader: GENT and Eltek (EMEA) at Honeywell  
Leicester, United Kingdom

## Summary

A focused, conscientious, and enthusiastic Marketing Professional with excellent IT, analytical and organisational skills. Has the ability to learn new skills quickly and is accustomed to acting on own initiative and as part of a team.

Specialties: Social Media. Brand Management. Campaign Management. Corporate Branding & Literature. Database Management. E-Marketing.

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## Experience

### Honeywell

Honeywell Commercial Fire Marketing Operations Leader: Gent and Eltek (EMEA)

July 2018 - Present

Leicester, United Kingdom

Developing and executing the marketing operations strategy and demand generation activity for GENT and Eltek brands within the Commercial fire line of business in EMEA.

### Honeywell

14 years 3 months

UK Fire Marketing and Communications Manager

October 2017 - Present

Leicester, United Kingdom

- Full responsibility for the strategic and digital marketing of the UK Fire brands within the Honeywell Security and Fire organisation (Honeywell Gent, Honeywell Morley-IAS and Notifier by Honeywell) for the UK.
- Understanding the unique brand values of each fire business and maintaining the high levels of 5\* customer experience associated within each business.
- Ownership of successfully completing brand migration activities in accordance with corporate guidelines. (Gent by Honeywell to Honeywell Gent).

- Understanding the complexities and challenges faced with working in a multi brand, multi channel market place and adapting and creating engaging marketing campaigns to suit each environment.
- Monitoring campaign progress, lead generation activities and overall projects performance and reporting to leadership and corporate communications teams.
- Mentoring and training UR (Marcomms Assistant).
- Management and monitoring of the marketing budget.

### Marketing and Communications Specialist

April 2005 - October 2017 (12 years 7 months)

Leicester, United Kingdom

Initially managing the Gent by Honeywell Business my position involved a number of roles over the years all within the Marketing and Communications division.

### Apprenticeship Scheme Manager

- Led the development and management of the 'Get Fired Up' Fire Apprenticeship; which is now successfully available in a number of Colleges throughout the UK and the only recognised fire qualification available in the industry. [Currently over 80 students graduated as Fire Engineers]
- Candidate Management and promoting vacancies on appropriate media.
- Brand awareness; promoting and advertising the scheme Nationally including facilitating and appearing in a video testimonial.
- Designing and implementing a structured training plan for Apprentices.
- Managing the company social media platforms.

### Marketing and Communications Specialist

- Responsible for the day-to-day strategic and digital marketing of the company website and all social media platforms.
- Achieve frequent, timely and positive media presence across industry-relevant media.
- Ensure that the Company's corporate and brand values are maintained through all marketing communications. Manage and enhance the existing image/profile of the company as experts throughout the fire industry.
- Develop regular communications for internal stakeholders and external customers.
- Event Management and co-ordinate nationwide roadshow activity.

- Organise, manage and promote Industry leading CPD seminars.
- Daily use of dotMailer. Salesforce.com. Adobe Creative suite (Photoshop, Indesign). Google Analytics.

## Novar

### Marketing Executive

April 2003 - October 2005 (2 years 7 months)

Leicester, Leicestershire, United Kingdom

Novar was later acquired by Honeywell.

Supporting the Marketing Manager, we were responsible for the strategic and tactical marketing for the Novar Services brands (Gent and Trend) which was subsequently acquired by Honeywell. My responsibilities moved to managing the Gent by Honeywell marketing only.

## ITNET

### Database Consultant

January 2000 - April 2003 (3 years 4 months)

Birmingham, United Kingdom

ITNET Plc is an IT outsourcing company based in Birmingham. Working directly for the marketing Manager, my role included:

- Designing, developing and managing the internal Sales & Marketing Database. Also responsible for technical and training support for the various divisions [Achiever CRM package].
- Managing/administering all incoming leads and responsible for lead generation via targeted and sectorised direct mail campaigns. Also responsible for campaign management and data analysis.

Managed the internal lead generation campaign 'Introductions!'

- Commercial Website editor [Microsoft CMS package].  
([www.onetransport.com](http://www.onetransport.com) and [www.finance.itnetplc.com](http://www.finance.itnetplc.com))

## Red C Marketing

### Account and Analytical Executive

July 1997 - January 2000 (2 years 7 months)

Manchester

This employment initially stemmed from my 14 month industrial placement at this company.

RSCR Direct Marketing is a 'below the line' direct marketing agency based in Manchester. Working directly for the Account Director, my role included:

- Taking creative briefs for the various accounts and progressing them to printed artwork.
- Spreadsheet and database analysis.
- Market and competitor research.

This position necessitated me to have a keen eye for accuracy, the ability to keep to difficult deadlines and to be the main point of contact for clients on a day to day basis.

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## Education

The Manchester Metropolitan University

Bachelor of Science (BSc), Business Information Technology · (1993 - 1997)

Guthlaxton College

· (1989 - 1993)