



Chantel Matheson

Director — Education Growth & Strategy

Senior marketing, enrolment and operations leader with more than 15 years of experience driving growth across premium international school groups in the UAE and GCC.

Experience

Contact

Email:

chantel.matheson@hotmail.com

Website:

chantelmatheson.com

Mobile:

+971 52 391 7773

Address:

Dubai, UAE

Education

Bachelor of Early Childhood

Griffith College Brisbane

Bachelor of Hotel Management & Recreation Marketing Operations

Griffith College Brisbane

Expertise

Strategic Marketing &
Growth Leadership

Admissions & Enrolment
Strategy

Education Market Expansion

Budget & Financial
Management

CRM & Data-Driven
Decision Making

Regional Team Leadership

Customer Experience Strategy

School Launch & Expansion
Planning

2023 - 2026

Liwa Education - Director of Marketing & Enrolments

- Built central marketing department from the ground up — recruitment, training & development
- Reduced CPA by 47% and CPL by 38% through digital campaign optimisation
- Delivered annual cost savings exceeding AED 3M by strengthening in-house capability
- Managed integrated marketing budgets exceeding AED 5M annually
- Led branding strategy for Liwa's expansion into Dubai
- Led and developed teams of 50+ marketing and admissions professionals
- Implemented new policies, procedures, workflow structures and reporting frameworks across marketing and admissions
- Led international recruitment campaigns for HR to increase calibre of global teacher applicants
- Led branding strategy and market positioning for Liwa's expansion into Dubai including research and consultant collaboration
- Implemented CRM lead tracking and reporting systems improving admissions workflows
- Directed digital and social campaigns resulting in significant increases in followers, reach and engagement

2020 - 2023

Taaleem - Head of Business Operations

- Promoted from Admissions Manager to Head of Business Operations within five months
- Increased enrolments by 134 students outside peak enrolment periods
- Managed operational and capital budgets exceeding AED 20M (OPEX & CAPEX)
- Led full operational leadership, admissions, marketing, operations, facilities & CX
- Ensured regulatory compliance across KHDA, Health & Safety, safeguarding and data protection
- Developed and implemented strategic operating plans aligned with long-term board priorities, establishing governance, quality assurance and performance frameworks across schools
- Directed campus improvement programmes during annual summer development cycles to enhance facilities, service delivery and the overall parent and student experience
- Recruited, trained and led multi-site teams including front-of-house and admissions teams, strengthening customer experience, staff engagement and retention
- Provided strategic counsel to executive leadership, translating market developments into operational policies, procedures and risk mitigation strategies
- Guided campus leadership teams to achieve operational, financial, and enrolment KPIs while embedding a culture of accountability and continuous improvement



Chantel Matheson

Director — Education Growth & Strategy

Senior marketing, enrolment and operations leader with more than 15 years of experience driving growth across premium international school groups in the UAE and GCC.

Experience

Contact

Email:

chantel.matheson@hotmail.com

Website:

chantelmatheson.com

Mobile:

+971 52 391 7773

Address:

Dubai, UAE

Education

Bachelor of Early Childhood

Griffith College Brisbane

Bachelor of Hotel Management & Recreation Marketing Operations

Griffith College Brisbane

Expertise

Strategic Marketing & Growth Leadership

Admissions & Enrolment Strategy

Education Market Expansion

Budget & Financial Management

CRM & Data-Driven Decision Making

Regional Team Leadership

Customer Experience Strategy

School Launch & Expansion Planning

2017 - 2020

GEMS Education - Senior Enrolments & Marketing Manager

- Directed enrolment and marketing across 30 schools in UAE, Qatar, Egypt & Saudi Arabia
- Developed regional strategies including PPC, SEO and digital acquisition campaigns
- Egypt schools achieved five-year KPI targets within one year
- Managed new school acquisitions, communications, marketing & operational workstreams
- Led recruitment and management of front-of-house and admissions teams across multiple markets
- Managed Enrolment & Marketing Managers across KSA and Egypt ensuring alignment with regional growth strategy
- Developed business plans supporting entry into new markets and identification of expansion opportunities
- Supported integration of GEMS lead management software across Egypt and Saudi Arabia
- Developed partnerships with higher education institutions supporting student transition pathways
- Conducted operational, communications and enrolment audits across schools and presented recommendations to MANCO
- Analysed digital campaign metrics to optimise enquiry generation and enrolment conversion
- Coordinated regional marketing campaigns and partnerships with nurseries and corporate organisations
- Managed the KHDA Mohammed Bin Rashid Scholarship Programme for distinguished students
- Managed marketing and enrolments budgets exceeding AED 6M across the school network

2015 - 2017

Fortes Education - Admissions & Marketing Manager

- Played a key role in the successful launch of Sunmarke School in Dubai
- Built pre-opening enrolment pipeline and executed school launch marketing strategy
- Developed brand positioning and parent engagement campaigns
- Supported strong early-stage enrolment growth following the school's opening

50+ International Schools across MENA

30,000+ Student Enrolments Supported

400+ Regional Staff Led

AED28M+ Marketing Budget Directed Annually



Chantel Matheson

Director — Education Growth & Strategy

Senior marketing, enrolment and operations leader with more than 15 years of experience driving growth across premium international school groups in the UAE and GCC.

School Portfolio

● Liwa Education - Abu Dhabi & Al Ain

4 Schools 4 Nurseries Dubai Expansion

Directed enrolment growth and marketing strategy across four schools and four nurseries, achieving ADEK-approved capacity expansion. Led brand repositioning and premium nursery concept development while supporting Dubai expansion.

● Taaleem - United Arab Emirates

2 Premium Schools Board-level Strategy

Provided operational leadership across two premium schools overseeing admissions, marketing, operations, facilities and customer experience while delivering campus development initiatives aligned with board-level priorities.

● GEMS Education - MENA Region

30 Schools 4 Countries Digital Strategy

Directed regional enrolment and marketing strategy across 30 schools, overseeing multi-country admissions operations, digital acquisition strategies (PPC, SEO) and strategic market analysis across UAE, Qatar, Egypt and Saudi Arabia.

● Fortes Education - Dubai

School Launch Brand Strategy

Led admissions and marketing strategy for Regent International School and played a key leadership role in the successful launch of Sunmarke School, developing pre-opening enrolment pipelines and brand positioning.

Contact

Email:

chantel.matheson@hotmail.com

Website:

chantelmatheson.com

Mobile:

+971 52 391 7773

Address:

Dubai, UAE

Education

Bachelor of Early Childhood

Griffith College Brisbane

Bachelor of Hotel Management & Recreation Marketing Operations

Griffith College Brisbane

Expertise

Strategic Marketing & Growth Leadership

Admissions & Enrolment Strategy

Education Market Expansion

Budget & Financial Management

CRM & Data-Driven Decision Making

Regional Team Leadership

Customer Experience Strategy

School Launch & Expansion Planning

Strategic Impact

- 47% Reduction in cost-per-acquisition through digital optimisation
- 10K+ Prospective parent enquiries generated annually
- 8K+ Student population growth delivered across education entities
- AED 10M+ Annual savings by restructuring outsourced marketing spend
- 38% Reduction in cost-per-lead through campaign optimisation
- CRM Implemented admissions reporting systems improving conversion
- GCC Led successful school launches, acquisitions & complex closure transitions