



# Abbas Khadra

## Marketing Specialist

### OBJECTIVE

An ambitious energetic person who has chosen to enter the marketing world with constant eagerness for knowledge and development, is seeking for a challenging position in a reputable organization that offers growth, fun and continuous learning cycle.

### CONTACTS

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### SKILLS

#### Personal

- An excellent listener
- High attention to details
- Ability to multitask
- Flexible and quick learner

#### Technical

- Social media community management
- Digital marketing fundamentals
- Marketing data analysis
- Copywriting skills & Ideas generation
- Advanced user of Microsoft Office
- Strong verbal & written communication skills in both Arabic & English

### EDUCATION

- Bachelors of Business Administration in Marketing**  
2008 - 2012  
United Arab Emirates  
Skyline University  
College
- High School Diploma**  
2007 - 2008  
United Arab Emirates  
Al Shola Private  
School

### WORK EXPERIENCE

- Marketing Coordinator**  
2015 - 2017  
**McDonald's HQ – Dubai, UAE**
  - Supervised and monitored online and offline Arabic/English communication touch points
  - Supervised and monitored brand's digital assets (digital ordering system, website and Social media channels) together with the external agencies and IT experts
  - Customer relation and support management
  - In-charge of government permits for marketing promotions
  - Assisted in the execution of marketing campaigns and activities
  - Communicated in-store activities to malls managements and sold company's vouchers
- Sales Representative**  
2012 - 2014  
**National Paints Factories Co. – Sharjah, UAE**
  - Selling company's various products
  - Receive and process contracting companies LPO's
  - Dealt with customers' daily inquiries and complaints
  - Coordinate with the warehouse team on the supply and demand of customer's orders

## CERTIFICATIONS

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- **Social Media – Hubspot Academy**  
Aug 2018 – Aug 2019
- **AdWords Search & Display - Google**  
Apr 2018 – Apr 2019
- **The Online Marketing Fundamentals - Google**  
Apr 2018
- **Google Analytics IQ - Google**  
Mar 2018 – Sep 2019
- **Advanced Google Analytics - Google**  
Mar 2018 – Mar 2020
- **Inbound Marketing - Hubspot Academy**  
Mar 2018 – Sep 2019
- **Social Media Marketing - E-Marketing Institute**  
Mar 2018
- **Twitter Flight School - Twitter**  
Dec 2017

## HONORS & AWARDS

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- **Most Active Participant – McDonald's UAE**  
Mar 2016

## INTERESTS

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- **Social media**
- **Tech updates**
- **Driving & Traveling**