

Marketing / Communications Coordinator

Emerging marketing strategist with a solid education and current experience surpassing ambitious sales objectives

Highly motivated, results-driven innovator with experience implementing marketing, sales, branding, and promotional programs to maximise revenue and market share. Success in analysing market trends, exploiting new opportunities, and guiding launch of new products. Expertise in creating and implementing marketing and sales plans. History of success ensuring outstanding partner and client satisfaction.

Areas of expertise include...

- Strategic Marketing Initiatives
 - Market Segmentation & Analysis
 - Project Coordination
 - Customer Satisfaction
 - Marketing Communications
 - New Business Development
 - Relationship Building
 - Problem Solving
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Professional Experience

MARKETING EXECUTIVE, September 2017 to February 2018
PARLI-TRAINING, London, UK

Oversee marketing, new product and program strategy and execution to ensure the organisation retains a market leading position.

Key tactical and operational contributor to the achievement of challenging business development objectives. Formulate direct and indirect marketing strategy, research, and develop strategic marketing and sales plans. Analyse UK parliament trends, collate details relating to prospective international organisations and government institutions, and manage the development of marketing literature. Communicate product announcements through multiple channels. Handle course bookings, arrangements, and registration.

- Successfully designed and implemented sales/marketing strategies, plans, and promotional campaigns to high professional standards.
- Coordinated the key learning points from business market and customer intelligence; enhanced marketing promotions and the customer experience.
- Presented ideas to improve sales and marketing performance to the senior management team, shared ideas and best practice; improved business decision making.
- Designed effective marketing collateral, utilising SEO, Social Media, Google Analytics, and Google AdWords.
- Ran several successful international projects from inception to completion, oversaw acquisition and set up of companies and formed broadcasting networks.

Continued...

ASSISTANT – HOSPITALITY STAFF RESTAURANT, May 2017 to August 2017
WEMBLEY STADIUM, London, UK

Offered outstanding levels of customer service in a fast-paced environment.

Welcomed guests and escorted them to tables. Processed orders and ensured the timely delivery of all food and beverage items. Advised customers on menu options, cooking methods, and ingredients. Confirmed the dining area was presentable, at all times. Prioritised and shared tasks throughout the team. Enforced and adhered to all health, safety, and hygiene standards.

- Acted as a point of escalation for complex customer queries and complaints; resolved issues to the satisfaction of all parties.
- Consistently met standards outlined in the GuestPath® Programme.
- Delivered exceptional levels of customer service; continually exceeded customer expectations.

SPACE UTILISATION SURVEYOR / DATA ASSISTANT, October 2016 to December 2016
BRUNEL UNIVERSITY, London, UK

Collated and analysed data to assess the use of space throughout various buildings.

Liaised directly with building users, conducted surveys to gather relevant information. Manipulated, cleansed, and validated data. Accurately produced reports and generated forms

- Contributed significantly to the development and delivery of the HEFCE 2016 Project.
- Accurately recorded and examined data to allow effective benchmarking, operational, and strategic planning.

Educational Background

Master of Science in Marketing and Branding | 2017
Brunel University, London, UK

Key Modules: Corporate Branding Theory and Issues; Role of Networks for Entrepreneurial Firms; International Marketing; Organisational Behaviour; Financial Resources Management

Dissertation: Marketing Communication in the Middle Eastern Cultures: A study on Lebanese Consumer Purchase Behaviour of Western Fashion Brands

Bachelor of Business Administration | 2015
University of Balamand, Al Kurah, Lebanon

Key Modules: Organisational Behaviour; Strategic Management; Entrepreneurship; Human Resources Management; Research Methods; Business Ethics

High School Certificate | 2011
Al Dhafra Private School, Al Ain, UAE

Other Skills

Languages: Arabic – Native; English – Fluent