

# Zeina Zeidan

Intuitive Marketing Executive adept at increasing revenue and profits through diligent research and efficient resource allocation. Especially skilled at maximizing profits while working within a limited marketing budget. Specialize in identifying client needs and offering practical short-term and long-term solutions.

## WORK EXPERIENCE

SEPT 16 -  
Present

### Marketing Executive

NBKS /Mercedes Benz Dealer- QATAR/DOHA

- Organizing, executing & attending company-related exhibitions, sales, promotional events, & others.
- Liaising with events coordinators to maximise visibility at conferences, receptions and exhibitions, including compiling product and literature lists to display or demonstrate
- Overseeing and developing marketing campaigns
- Manage promotions and contests in coordination with marketing manager.
- Liaising with media, printers and publishers as required and managing the production of marketing materials such as leaflets, flyers, posters and newsletters, including e-newsletters and DVDs
- Collection of quotation for marketing materials, signage, etc. preparation for approval notes related to agency charges, proper follow-up of billing and payments, generation of LPO, etc.
- Devising and presenting ideas and strategies
- Promotional activities
- Timely supply of POS sheets, brochures, giveaways, flags, posters, roll-out materials, etc.
- Updating databases and using a customer relationship management (CRM) system.
- Coordinate CRM for leads generated from Digital media, & events for direct customer satisfaction.
- Coordinating internal marketing and an organisation's culture
- Preparation Marketing report for Regional Office depicting marketing activities & budget entailed, along with coordination on marketing & dealers standard requirements.
- Coordinating used car department related to website updating, photographs, presentation and competitors monitoring, assist in posting adverts on digital portals.
- Working with in-house designers to produce materials of visual impact and within brand guidelines.
- Sourcing advertising opportunities and placing adverts in the press, radio or TV as appropriate to the product or service
- Work closely with other employees such as advertising, market research, production, sales and distribution staff

Dec 2012 - sept  
2016

### Marketing Executive Q-Auto

Q-Auto /Volkswagen Dealer- QATAR/DOHA

### Campaign Leadership:

- Coordination & preparation of marketing events & press conference.
- Organizing Attending and organized company-related exhibitions, sales, promotional events, and others
- Secured sponsorships and assisted in creating and actualizing publicity and marketing plans.
- Discovered and developed opportunities for marketing that involved advertising on the Internet, regional/national as well as specialist publications.
- Moderating and monitoring the VW Facebook, Instagram, Twitter Platforms.
- Searching and acquiring sponsorship opportunities
- Preparation of advertising approvals
- Promotions management in coordination with marketing manager.
- Managed the production of marketing materials.
- Cooperation with the sales team & CRM specialists
- BTL and showroom/service related communication material development, execution and control.
- Showroom and service center signage management.
- Timely supply of POS sheets, brochures, giveaways, flags, posters, roll-out materials, etc. Preparing and communicating regular sales performance report to the management.
- Collection of quotation for marketing materials, signage, etc. preparation for approval notes related to.
- Agency charges, proper follow-up of billing and payments, generation of LPO, etc.



📍 Beirut, Lebanon

☎ +96176085305

✉ [zeina.zaydan@gmail.com](mailto:zeina.zaydan@gmail.com)

## AREA OF EXPERTISE

Sales/Marketing Strategy



Competitive Intelligence



Relationship Management



- Monitoring and updating marketing expenses on daily bases. Producing an accurate summary of total spend at the end of a marketing campaign.
- Liaising with designers and printers for all marketing materials.

#### **Research & Analysis:**

- Conducted customer surveys to analyze the demands of the market.
- Organized marketing research to implement brand awareness.
- Analyzed product and market pricing on a regular basis.
- Tracked the activities of the company's competitors – Motivated to gain sustained knowledge of competitor activity.
- Mystery shopping

Aug 2011 - Oct 2012

#### **Office management: Assistant Executive**

Expert Future Management Beirut

##### **General administrative tasks :**

- Assist in the planning and preparation of meetings and conferences
- Receive, direct and relay telephone messages and fax messages.
- Maintain the general filing system and file all correspondence
- Translation (letters, emails, etc.)
- Trips coordination (booking flights, arranging schedules, etc.).
- Minor accounting.
- Maintain an adequate inventory of office supplies
- Type confidential documents on a word processing system
- Prepare reports, invoices and receipts
- Reading, scanning and printing documents

Dec 09 - July 11

#### **Office Administration**

Cedarcom (Data Service Provider) Salim Slam, Beirut

##### **Working as part of a team with responsibility held for General office duties including but not limited to;**

- Customer Services - dealing with customers and general enquiries which will come into the department and Taking care of Visitors to the business.
- Diary management, arrange internal and external meetings and Ensuring meeting rooms are maintained
- Dealing with the daily post; ensuring all invoices are processed in an accurate and timely manner
- HR administration support and timesheet collation.
- Typing general correspondence and other documentation
- Faxing, filing, scanning, photocopying, archiving and storage of contracts and other documentation
- Collating, arranging for printing and distributing all documentation
- Ordering stationary and office supplies and stocking general office trays, ensuring printers have sufficient paper/toner etc

May 08 - Dec 09

#### **Internal control department Stock Control - Stock Management**

Malik's Bookshop Bliss, Beirut

- Control the efficient movement of all goods in appropriate storage, transfer within the premises and all goods out of the dispatch in tandem with our Management Information and Stock Control System.
- Review discrepancies between actual stock checks and system figures and present findings to the Operations Director for review.
- Ensure stock is correctly identified; Daily Control of stock goods in and out and provide backup paperwork to goods invoices; to include Purchase Order and Delivery Note.
- Dealing with the daily post, ensuring all invoices are processed in an accurate and timely manner.
- Record deliveries received onto Stock System so data is always accurate and updated.

## **EDUCATION**

#### **DEGREES**

- Bachelor of business administration / systems from the Arab Open University (joint with a degree from the open university of England).
- Diploma in the professional management, taken as training courses from Haigazian University.
- Faculty of Communication & Documentation, 2nd year (press) -radio and television
- High school degree, in social and economic section

#### **Additional certificates**

- PLANNING AND MANAGEMENT TOOLS FOR QUALITY MANAGEMENT
- ORGANIZATIONAL BEHAVIOR
- NEGOTIATION SKILLS FOR BUSINESS
- BASICS OF MANAGEMENT
- STRATEGIC PLANNING
- INTRODUCTION TO QUALITY MANAGEMENT
- Workshop Certificate in CRM- Customer Relationship Management - Haigazian University
- Social Media Marketing & Online Reputation Management - Shaw Academy
- DIGITAL MARKETING A-Z - PROGRAM (Social channels in the business strategy, Digital Strategy Highlights, Email Marketing, Search Engine Optimization (SEO), Google AdWords & Google Analytics) - intoact/ Lebanon

## **QUALIFICATIONS**

- Profound ability to design sales promotions and provide retail support
- Strong ability to develop cross-category solutions spanning multiple platforms
- Adept at identifying consumer expectations and developing strategies accordingly
- Proficient in the use of MS Office Suite applications and marketing software
- Ability to work within tight deadlines
- Solid team leadership abilities
- Comprehensive communications skills

## **CORE COMPETENCIES**

Out-of-the Box Thinking | Organizational Skills | Project Management Business Development | Good teamwork skills | Team Player | Campaigner Creativity | Commitment | Learning Agility | Goal Driven | Adaptability | Get on well with people at all levels, easily making good working relationships | Strong attention to details | Communication skills and networking ability | Good organisation and planning skills | Commercial awareness

## **NETWORKING**

- Performed frequent and effective networking with a variety of business partners and customers.
- Built strong, lasting relationships with market players.
- Built and maintained lasting and productive contacts with the media.
- Linked between suppliers, media and company clients

## **COMPUTER SKILLS**

MS Office (Word, PowerPoint, Excel, Outlook), SAP,  
Internet friendly, web search.

## **REFERENCES**

Available upon request