## Aisha Hakim

###### **Personal info**

**Date of birth:**21/08/1987**Address:**Ellmenreichstrasse 62, Berlin 96258, Germany**Email address:**aisha@kickresume.com

###### **Profile**

Twelve years of solid experience in the fields of hospitality and hotel management including experience in marketing, ecommerce, sales and executive management within international chains. A key team member with strong leadership and ability to work under pressure. Trilingual with fluent verbal and written skills in Arabic, English and German languages. Experienced in dealing with different cultures and nationalities.

###### **Work Experience**

**Sheraton Hotel**

**Germany**

**Marketing Manager07/2017 - present**

Lead the development and delivery of the annual marketing and communications plan and budget in line with the hotel's strategic priorities and revenue goals.

**Grand Hyatt Muscat**

**Oman**

**Marketing Communications Manager02/2016 – 07/2017**

Develop, implement, monitor and evaluate the hotel's marketing communications strategy for advertisement, promotions, public relations, graphics and collateral to support the marketing objectives targeting maximization of the hotel’s positive exposure in local, national and international markets. Manage and implement tactical promotions and offers to drive incremental revenue. Handle hotel website and social media channels.

**Hilton Alexandria Green Plaza**

**Egypt**

**Marketing Manager02/2013 – 12/2015**

Development and implementation of marketing and public relations strategies to promote revenue growth generation among key targeted segments and support the hotel’s brand positioning and image. Responsibilities include leveraging and executing social media and website strategies to achieve brand position and revenue growth goals.

**Hilton Alexandria Green Plaza**

**Egypt**

**Sales Account Manager & Marketing Coordinator05/2012 – 02/2013**

In addition to the sales duties, was assigned to take additional responsibilities as marketing coordinator in-charge. Responsibilities included setup of a new marketing department in the hotel through developing and implementing hotel marketing plans to generate higher awareness and grow revenue for different hotel facilities.

**Hilton Alexandria Green Plaza**

**Egypt**

**Sales Account Manager11/2009 – 04/2012**

Travel outside the hotel to meet with customers and prospective clients, responsible for the development of market segments and soliciting of new customer relationships and accounts, while maintaining existing relationships with current accounts. Consistently striving to maximize revenue and promote relationships through effective negotiation of guestroom and meeting space rentals as well as food and beverage services.

###### **Awards**

***Regional Award***

**Best Tactical Marketing Campaign 201403/2016**

Hilton Hotels & Resorts MEA

***Hotel Award***

**Best Hotel Support 201401/2014**

Hilton Alexandria Green Plaza

***Regional Award***

**Best Social Media Engagement 201303/2013**

Hilton Hotels & Resorts MEA

###### **Awards**

***Hotel Award***

**Best Hotel Support 201308/2012**

Hilton Alexandria Green Plaza

###### **Certifications**

***Arab Academy for Science, Technology & Maritime Transport***

**Professional Certificate in Sales & Marketing02/2016**

Courses Titles: International Marketing, Strategic Marketing, Marketing Research, Consumer Behavior, Advertising & Promotion, Essentials of Marketing, Sales Negotiation Skills, Personal Selling

***Deutsche Schule der Borromärinnen***

**Deutsches Sprachdiplom der Kultusmisnisterkorferenz03/2005**

German Language Certificate "German for non-Germans"

###### **Education**

**Alexandria University**

**Egypt**

**Faculty of Commerce2008**

Bachelor degree - Faculty of Commerce, Accounting department

**Deutsche Schule der Borromärinnen**

**Egypt**

**Elementary to High School2004**

Elementary and middle school at the German school in Alexandria

High school “Hoch Berufsschule Wirtschaft, Schwerpunkt: Fremdsprachen" High School of Commerce, Economics and Foreign Languages at the German school in Alexandria

###### **Skills**

**Languages**

Arabic

English

German

French

**Personal Skills**

Communication Management

Presentation Skills

Leadership

Time Management

###### **Hobbies**

Traveling

Capturing moments

Cycling

Camping

Music

Squash