

SARA ABOUHATAB



ALL ABOUT ME

Dedicated to the marketing field, keen to gain an experience with a marketing team of professionals, assist in developing & executing campaigns, attract prospective customers & increase sales.

I have an increased willingness to work closely with the sales team, to create effective campaigns, in order to maintain brand image, enhance & build company's corporate portfolio. I'm seeking a new challenge to deliver a company's goals to its clientele, and broaden my vision in a fast-paced International Marketing background.

ACADEMIC BACKGROUND

American University of Sharjah
BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION
-Marketing Major 2011-2016

Sharjah American International School - DXB
HIGH SCHOOL DIPLOMA 2009-2011

PERSONAL INFO

Nationality: UAE National
Date of Birth: 26 Oct 1993
Marital Status: Single
Native Arabic & English

FIND ME AT:

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WORK BACKGROUND

Al Futtaim Motors - DEC 2021 - Present

SOCIAL MEDIA MARKETING MANAGER - LEXUS & TOYOTA

- Conceptualizing and ideation of social media campaigns and activations.
- Execution of social media campaigns and activations.
- Budgeting quarterly and yearly for social media marketing
- Briefing and communicating with social media agencies, photographers, and videographers.
- Managing influencers and bloggers, briefing them on products and content required.
- Managing and directing photo and video shoots.
- Raising POs for suppliers and seeing them through for approval.
- Analyzing data for monthly social media reports
- Staying up-to-date with trends to maintain social presence.
- Managing Lexus and Toyota social media accounts.
- Auditing website and correcting/enhancing content.
- Managing Google Maps and other location map info
- Creating locations monthly locations report (includes number of users who clicked on a location on Google maps and Google reviews)
- Managing reviews and sending them to respective departments.

IFFCO Group - FEB 2021- Dec 2021

SALES SECTION MANAGER - INNOVATION/RENOVATION

- Handling key accounts: Carrefour, Lulu, and Westzone
- Placing orders, enhancing visibility & placement of products
- Handling listing products or extending product lines
- Building long-lasting relationship with customers
- Building sales strategy and implementing them
- Daily visits to insure product visibility & full stock on shelves
- Keeping eye out for in-store opportunities to increase brand awareness, sales, and footfall
- Negotiating with customers to get the best deals
- Developing marketing ideas to enhance sales
- Managing merchandisers and assigning duties

QuickTech Solution - SEPT 2020-JAN 2021

ACCOUNT & MARKETING MANAGER

- Handling various client's social media accounts
- Community Management (posts, captions, DMs, comments)
- Creating content for social media, company profiles, collaterals, websites, apps, digital & traditional ads (written, photos, videos)
- Working with graphic designer for content designs for clients (artworks, product packaging, website designs)
- Managing photo and video shoots for client products and venues
- Meeting with clients to understand their business needs
- Running campaigns for clients' businesses on Google Ads, Facebook Ads, social media advertising
- SEO, SEM, Google Tags
- Maintaining websites via Word Press
- Building relationship with clients

PERSONAL SKILLS

- Highly organized
- Confident, flexible & reliable
- Time management
- Sense of urgency
- Handling tough challenges
- Bilingual & interpersonal communication
- Superior customer relations
- Resolving client concerns
- Multitasking abilities
- Teamwork & leadership skills
- Attitude of lifelong learning
- Research skills
- Social media publishing
- Data visualization
- Community management

EXTRACURRICULAR TRAININGS

- Digital Marketing Course - Google
- Service Excellence
- Business Correspondence
- Content Writing & Creation
- Public Speaking
- Critical Thinking & Problem Solving
- Negotiation
- IT Security
- Management Essentials

COMPUTER SKILLS

- Advanced user: MS Office, DocFlow, Engagor CMS
- Google docs, slides
- WordPress CMS
- Marketing CRM platforms
- Social Media Platforms: Insta, Twitter, FB, YouTube, LinkedIn, Snapchat, TikTok
- Online Apps Management

WORK BACKGROUND

Americana Group, Sharjah - AUG 2018-FEB 2020

SENIOR MARKETING ASSOCIATE - UAE&KWT

- Executing marketing work streams including digital, content, and event marketing initiatives.
- Organized 3 mega events: World Bartender Championship, New Year's Eve, and Influencer events.
- Developing all kinds of menus, menu inserts, tent cards, easel boards.
- Collaborating in yearly budget presentation
- Planning and implementing marketing campaigns through to completion with updates on performance, coordinate the details during promotions, product launch and new store opening.
- Acquire insights in online marketing trends, keep strategies up-to-date.
- Analyze and report campaign performance.
- Setting LSM plans for low performing stores.
- Consolidate the data of market campaign performance weekly and present.
- Update weekly competitor analysis and reporting for UAE & KWT and consolidate feedback for all other markets with particular focus on pricing, presentation and promotion.
- Manage update of social media accounts and web with campaign updates.
- Ensure all 4 aggregators are updated promptly with images and prices for all 7 markets.
- Engage with team and varied stakeholders across the organization to understand needs, capture ideas, and help the organization be creative, thoughtful, and effective around marketing efforts.
- Execute the calendar by coordinating with local vendors.
- Liaise with various departments to ensure the promotion or product launch is a success and all the material is available at the store.
- Conduct weekly sales call meeting with directors and CEO, on the behalf of the Marketing director.
- Strong in analysis to analyze, identify, address, and fix gaps in increasing sales transaction.

IMG Worlds of Adventure - OCT 2016-JUL 2018

DIGITAL MARKETING EXECUTIVE

- Strategies formulation to build a perspective digital connection with consumers.
- Planning & monitoring ongoing company presence on social media: Instagram, twitter, Facebook, YouTube, Snapchat.
- Creating company's social media channels content -Images, videos, captions EN/AR, & posting
- Launching optimized online advertisements to increase company & brand awareness
- Preparing online newsletter, promotional emails, organize their distribution through various channels
- Updating online marketing trends insights & strategies
- Managing influencer/food blogger visits
- Ensuring website is up-to-date, fix errors, add any promotional info, date changes, closures, etc
- Working with graphic designer for creatives,
- Working with IT to ensure ticketing website is up-to-date
- Maintaining relationships with business partners, influencers, suppliers, and sponsors.

Al Futtaim Motors - Toyota

EVENT MARKETING INTERN

- Event Marketing Tasks
- Survey results consolidation
- Writing briefs and presentation
- Briefing agency for designs, videos, event needs, event gifts
- Composed booklet: Toyota Event Guide