

# SALMA NEGM

## MARKETING MANAGER

### CONTACT

☎ 0566447828

✉ salnegm24@gmail.com

📍 Dubai, UAE

### SUMMARY

An enthusiastic brand marketing manager with over 7 years of experience in a wide range of industries including fashion & technology. I have a passion for cultural storytelling, and have successfully completed many projects to amplify and provide creative and innovative solutions for brands in the Middle East.

### EDUCATION

**MBA**  
**WARWICK BUSINESS SCHOOL**  
**MAY 2022- MAY 2024**

**BSC BUSINESS ADMINISTRATION**  
**AMERICAN UNIVERSITY OF SHARJAH**  
**SEPTEMBER 2013- MAY 2017**  
**GPA: 3.51**

### EXPERIENCE

#### **REGIONAL PARTNER MARKETING MANAGER** **SAMSUNG ELECTRONICS**

**JUNE 2022 - PRESENT**

- Managed and executed partner marketing campaigns for premium smartphones by fostering strong internal and external relationships.
- Conducted insightful data analysis, presenting key findings and actionable insights to the MENA executive team, contributing to the strategic direction and optimization of partnerships.
- Ensured meticulous strategy, execution and audit of partnership campaigns across diverse channels, including OOH, TV, digital, and retail, enhancing brand visibility and impact in MENA markets.
- Developed partner marketing budget for 8 subsidiaries, splitting it effectively across key touchpoints.
- Created quarterly playbooks for subsidiaries with strategy on campaign planning, execution and competitor benchmarking.

#### **REGIONAL BRAND ACTIVATION AND DIGITAL SPECIALIST** **ADIDAS**

**FEBRUARY 2020 - JUNE 2022**

- Developed and implemented comprehensive marketing strategies, aligning with regional brand objectives and business goals.
- Briefed and aligned all channels on 360 campaign plans, to collaborate on regular insights and develop methods to drive traffic to retail and e-commerce partners.
- Created thorough data-driven campaign planning and reporting files to track performance of marketing activities and explore learnings.
- Fostered robust partnerships with various stakeholders, including franchise, wholesale accounts, and online pure players.
- Led effective in-store and consumer activation strategies, enhancing brand presence and engagement in the region.
- Developed a PR and influencer strategy for each campaign, working closely with key influencers, across categories, to drive campaign engagement and conversion activity.
- Collaborated with various agencies to develop detailed campaign plans and execution.
- Managed the marketing working budget effectively, ensuring optimal allocation and utilization of funds.

## LANGUAGES

Arabic ● ● ● ● ●

English ● ● ● ● ●

## TECHNICAL SKILLS

Microsoft Excel ● ● ● ● ●

Microsoft Powerpoint ● ● ● ● ●

Microsoft Word ● ● ● ● ●

Microsoft Outlook ● ● ● ● ●

Adobe Photoshop ● ● ● ● ●

Google Adwords ● ● ● ● ●

Google Analytics ● ● ● ● ●

## OTHER SKILLS

Collaborative Team Player

Driven to Deliver

Self- Starter Attitude

Analytical and Critical Thinker

Detail Oriented

Confident Public Speaker

Highly Organized

Effective Negotiator

Commercially Aware

Fast Paced

### FIELD AND TRADE MARKETING SPECIALIST

ADIDAS

FEBRUARY 2019 - FEBRUARY 2020

- Executed creative brand activations in prominent wholesale fashion accounts within the GCC region, enhancing in-store sales and brand visibility.
- Owned and managed end-to-end fashion projects, from briefing to execution, aligning with budget constraints and ensuring successful outcomes.
- Engaged fashion customers through captivating in-store launches, encouraging customer co-creation and effectively showcasing brand narratives.
- Developed PR strategy for key hype and fashion launches, ensuring creative storytelling through end to end campaign planning and execution,

### MARKETING SPECIALIST- FASHION & F&B

AZADEA

FEBRUARY 2018- FEBRUARY 2019

- Successfully managed and allocated a substantial marketing budget across various brands, focusing on key touch-points like social media and digital marketing.
- Initiated and implemented critical projects for notable fashion brands, ensuring effective and collaborative execution with team members.
- Engaged and partnered with influencers from diverse niches, including sports, food, lifestyle, and fashion, maximizing their reach and impact for various projects.
- Worked with a variety of agencies, ranging from PR to activation, to have seamless project execution and gain exceptional insights from the market.

### MARKETING EXECUTIVE

UNILEVER

JULY 2017 - FEBRUARY 2018

- Launched the "Happier Workplace by Lipton" initiative successfully in the UAE, collaboratively working with a team and establishing partnerships with the UAE Ministry of State for Happiness.
- Conducted detailed customer insight analysis, utilizing both qualitative and quantitative data from surveys and focus groups to inform decision-making processes.
- Implemented data analysis techniques to identify and address underperforming products, contributing innovative solutions and proposals for improvement.
- Assisted in the introduction of the Unilever Food Solutions' e-commerce platform, collaborating efficiently with sales and commercial departments to ensure a smooth launch.
- Played a crucial role in the Hellmann's mayonnaise re-launch in the UAE, leading a significant brand awareness campaign and supporting brand positioning in the market.