



Ghaida Bakr

**PROBLEM SOLVER AND
CREATIVE THINKER**

Contact Info

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Summary

I'm a very extroverted woman who likes to connect with people. I have great interest in managing project that have to do with advertising, marketing and photo shoots. I love creating effective marketing campaigns for products that I believe in.

Objective

Looking for a position where I can apply my skills and expertise to orchestrate smooth flow of work activities.

Technical Proficiency

- Microsoft Office Pack
- Skilled in Internet Search
- As 400 Data System
- Adobe Photoshop
- AutoCAD
- 3D MAX
- Price Management
- TN3270 Plus
- POM/PC

Clerical Expertise

- Filing
- Data entry
- Researching
- Budgeting
- Problem solving
- Maintaining office records
- Coordinating
- Planning

Languages

- Arabic
- English.

Academic History

INTERIOR DESIGN, AUTOCAD, AND 3D MAX DIPLOMA

Future Institute of Higher Education and Training, 2003-2005, 2009

MANAGEMENT INFORMATION SYSTEM (MIS)

Arab Open University, 2004-2008

PROFESSIONAL DEGREE IN ENGLISH LANGUAGE

The British Council, London, 2000 – 2001; 2005 – 2006

GED DIPLOMA

Reading Area Community College U.S.A, 2015

Work Experience

BUYER'S ASSISTANT / COOKWARE, HOUSEWARES, AND TABLETOP DEPT.

Bosco's Department Store LLC in the U.S.A. | 2015 - 2020

- Monitored inventory using inventory management software and placed orders as necessary.
- Reviewed, processed and tracked monthly replenishment orders.
- Created and updated GMM, corporate and vendor support sheets.
- Supported my buyer in collecting vendor allowances.
- Did Ad Load and Markdown Allowance.
- Tracked supports, Ad load and markdowns in the weekly purchase journals.
- Made sure the corporate and the GMM support don't go over the budget.
- Filled money wiring document and sent them to the finance dept.
- Collected proposition 65 from vendors to update our vendor files.
- Generated daily and weekly sales reports.
- Updated conference call notes.
- SKUs and Codes creation.
- Changed prices of items to meet the margin.
- Update buyer planner every week for the stores.
- Sent new internet items to the e-commerce department.
- Performed other duties as requested by the buyers
- Shipped samples back to vendors.

Achievements

- Q1 2019 Best of the Best Award.
- Q2 Home 2019 Best of the Best Award.
- 2019 Annual Home "Best of the Best" Award.
- Fall 2019 "Best of the Best" Award.
- Punctual with deadlines of projects such as new store opening, VIP and Back to Dorm Ads.
- Four successful store openings for the Houseware and Tabletop departments.
- Used my interior design skills to help and direct the photo studio team.
- Took more responsibilities after one year of being hired.

Personal Abilities

- Ability to work under pressure.
- Confident at taking Leadership role.
- Adaptable and flexible.
- Accountable, confident & self motivated.
- Well organized
- Ability to work effectively with team

More About Me

- Worked as a Buyer Assistant
- Managing projects like photo shoot and picking up items to advertise
- I do like creative things more than being someone's assistant
- Enjoyed store openings and visual and photo shoots and advertising
- I am a problem solver and a creative thinker
- Very patient and a very hard worker
- Liked by everyone at my previous jobs
- The GMM at Boscov's stated that I am a good negotiator

VISUAL MERCHANDISER

Toys "R" Us U.S.A. | 2011 – 2015

- Supported corporate goals to drive sales, margin and productivity.
- Supported visual design managers in achieving timelines and project quality.
- Took accountability for outcomes by achieving team goals and complying with company policies and procedures.
- Demonstrated flexibility and resilience in response to constraints and respond constructively to new demands and challenges.
- Provided timely status updates to project managers.
- Assisted in the coordination of in-store displays and pallets.
- Managed multiple projects at various stages.
- Participated in prototype set-up, floor sets and sign review to ensure brand integrity in all visual and merchandising initiatives, which at times require local travel to stores.

OFFICE COORDINATOR/ VISUAL MERCHANDISER

Toys "R" Us, K.S.A | 2009- 2011

- Assisted and supported the activities of the Operations Manager & Marketing Manager. In addition to filling, scheduling, maintaining corporate forms and information.
- Recreated store blue prints and designed displays on AutoCAD, 3D MAX, and Photoshop.
- Managed marketing project budgets with the Finance Department.
- Managed and organized all sponsorships/donations and promotion activities related to Government/public events including coordination between marketing and operation departments to supply required elements and getting the necessary approvals.
- Ensured that staff are provided with the proper training and assist with daily questions/concerns.
- Created reports and follow-up with staff on all activities.
- Conducted store visits periodically for updates and training.
- Communicated internally with related departments.

ACCOUNTING AND DATA ENTRY

Dr. Erfan Bagedo General Hospital | 2005 to 2009

- Entered and adjusted patient's records and data.
- Determined patient's invoice by capturing services noted in patient chart and clarified services with physicians.
- Issued invoices by entering service data and calculating charges.
- Resolved billing issues by discussing contract with third-party payer.
- Explained insurance contracts with patients.
- Provided billing information by collecting, analyzing, and summarizing third-party billings.
- Recognized sensitive information protected by law and safeguarded that information.

MARKETING COORDINATOR

AL-Saqqaf for Marketing Consultation | 2002-2005

- Promoted products for Procter and Gamble (P&G), Pantene and Always Ultra Products.
- Implemented marketing and advertising campaigns by assembling and analyzing sales forecasts.
- Prepared marketing and advertising strategies, plans & objectives.
- Planned and organizing promotional presentations.
- Prepared marketing reports by collecting, analyzing & summarizing sales data.
- Kept promotional materials ready by coordinating requirements with graphics design department.
- Monitored budgets by comparing and analyzing actual results with plans and forecasts.