

Dareen Ghazi Obaidallah

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Nationality: Jordanian
Marital Status: Single
UAE driving license



JOB OBJECTIVE

To pursue a position in the marketing field where I can utilize my skills while contributing to the continuous success of the company

EDUCATION

June 2013 American University of Sharjah (AUS) – Sharjah, United Arab Emirates
Bachelor of Science in Business Administration (BSBA)
Concentration in Marketing

June 2009 Al Mawakeb School (AMS) – Dubai, United Arab Emirates
High School Diploma

Certifications and Professional Membership

December 2016 - Digital Marketing and Social Media for Business Training Program

- ♦ Content marketing
- ♦ Google Analytics
- ♦ Google Adwords
- ♦ Blogging and Social Media Marketing
- ♦ SEO and SEM

PROFESSIONAL EXPERIENCE

Jan 2014 – Present Chalhoub Group **Sales and Marketing Executive**

Sales/ Marketing Focus

- ♦ Identify and develop new accounts by thoroughly conducting prospecting of new accounts
- ♦ Represent the company and promote its products to current and potential clients
- ♦ Conduct follow-up calls on orders, deliveries and collections to customers to qualify orders and increase sales
- ♦ Suggest a suitable visibility for each salon
- ♦ Send the catalogues, new price lists and miscellaneous information to the retailers(Salons)
- ♦ Handle the marketing plan forecast and the marketing plan orders
- ♦ Assist in building marketing calendar & trade plan for the different brands

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- Supply management with oral and written reports on customer market feedback including needs, problems, interests, competitive activities and potential for new products
- Ensure pricing is correct and collect methods of payment diplomatically on time in accordance with company policy
- Spot and seize commercial opportunities
- Assist in building marketing calendar & trade plan for the different brands/retailers in close co-operation with the Department Manager and the brand's marketing departments
- Manage content to promote the brand through various media platforms online and offline
- Plan and follow-up on promotions in coordination with the sales team & promoters
- Follow up closely on the plans' implementation, schedule and activities in the UAE
- Event and exhibition planning and execution (Various Road Shows and L'Oréal Business Forum huge event)

Customer Focus

- Maintaining long term excellent and loyal customer relationships
- Handle customers' questions and concerns with accuracy, speed and professionalism
- Recommend selections that meet the customer's needs, emphasize selling points of items such as quality, utility, etc. and provide quotations accordingly
- Identify and resolve customers concerns and complaints

Product Knowledge

- Keep abreast of product applications, technical services, market conditions, competitive activities, advertising and promotional trends through the reading of pertinent literature and consulting with marketing and technical service areas

July – December 2013 Abu Dhabi Islamic Bank Collection Agent

- Collect payments on past due bills
- Create a list of customers who have not made their monthly due payments
- Organize the list according to severity of delinquency
- Call customers and negotiate with them regarding the deadline of their payments
- Listen to customers issues and determine if debt can be collected
- Negotiate agreements and settlements within established guidelines
- Update customer information, tracks and documents into customer interface system
- Record the results of the call regarding the payments or deferring it
- Compare the percentage of performed calls with the planned ones
- Call the customers based on priorities and instructions

Summer 2012 Intern

Bee'ah – The Sharjah Environment Company

- Conducted studies regarding environmental issues such as green hotels and buildings
- Contacted relationship management, general customer service, students, professors and companies for different projects and events that are held and organized by Bee'ah

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- ♦ Participated in publishing the newsletter of Bee'ah
- ♦ Nominated companies for the green Middle East awards for environmental excellence 2012 that Bee'ah hosted.
- ♦ Prepared documents, timelines and excel sheets for all events that are organized by Bee'ah such as the Environmental Management and Technology Exhibition
- ♦ Attended various staff meetings in more than one department level

QUALIFICATIONS & SKILLS

Soft Skills

- ♦ Excellent communication and interpersonal skills
- ♦ Ability to work under pressure and meet deadlines
- ♦ Reliability and efficiency in performing tasks
- ♦ Highly co-operative in team work
- ♦ Designing a solution that solves the client's business challenges
- ♦ Proficiency in Microsoft Word, Excel and PowerPoint

Languages

- ♦ Fluent in Arabic and English
- ♦ Elementary in French

References available upon request