



## INFO

### NAME

SHAHRIAR  
ESMAEILI

### CONTACT

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 shahriar.es@hotmail.com  
 Dubai, UAE

### OBJECTIVE

My summarized experience involved interacting with people whether as a team or being a liaison between two parties.

Being pro-active and organized have improved my interpersonal skills and granted me the ability to work under pressure with high attention to details. Expanding my knowledge and moving forward with building my career are my main objective towards a better and improved professional life.

### SKILLS

MICROSOFT OFFICE  
PSPP                    MICROS  
                          OPERA

### ACHIEVEMENTS

PRE OPENING OF BURGER PRINT FOOD TRUCK  
FOR ETISALAT BEACH CANTEEN

TRILOGY ROOM IRAN

CONSULTANCY PROJECT FOR COMPANIES

### VOLUNTEER / LEADERSHIP

2014  
ORGANIZING BREAST CANCER WALKATHON  
2019  
SPECIAL OLYMPICS WORLD GAMES ABU-DHABI

## WORK EXPERIENCE

### Sales & Marketing Manager - Fresh Station Group

January 2019 - August 2019

- This includes PR, Print, Digital, Events, Social media, Influencer marketing and also direct marketing campaigns
- Developing Social Media marketing strategy
- Brand Building strategy • Overall understanding of pre-sales and post sales procedures
- Manage in-person and telephone guest inquiries, customer service requests, and reservation bookings.
- Develop reports with clients and generate repeat business through friendly attitude and extensive knowledge.

### Sales & Marketing Assistant Manager - Little Italy Group

July 2018 - December 2018

- This includes PR, Print, Digital, Events, Social media, Influencer marketing and also direct marketing campaigns
- Developing Social Media marketing strategy
- Brand Building strategy • Overall understanding of pre-sales and post sales procedures
- Manage in-person and telephone guest inquiries, customer service requests, and reservation bookings.
- Develop reports with clients and generate repeat business through friendly attitude and extensive knowledge.

### PR & Social Media Assistant Manager - Blue Sky

May 2017 - June 2018

- Coverage Reports
- Translation
- Checking press releases
- Media relations
- Providing on ground support at events
- Creating posts
- Briefing designers for posts
- Drafting and Translating content
- Creating content calendar
- Community Management
- Account Management
- Client Servicing

### Marketing & Guest Relations Executive - Monaco

October 2016 - May 2017

- Implement sales driven campaigns keeping local trends and peak seasons in mind and developing strategic offers to drive footfall.
- Managing the contact database and assisting with lead generation activities.
- Maintaining social networking channels.
- Communicating with target audiences, clients and managing customer relationships.

### Social Media & Marketing Executive - Lacco General Trading

November 2015 - February 2016

- Work closely with the Brand Marketing team on UAE specific campaigns and support in adapting them to the region.
- Developing and maintaining a close productive relationship with clients.
- Ensuring client requests are dealt with promptly and that expectations are managed in terms of speed, delivery and quality
- Ensuring client requests are developed into relevant internal briefs using specified company documentation and procedures

## EDUCATION

The Emirates Academy of Hospitality Management, Dubai, UAE  
Bachelor of Science (Honours) in International Hospitality Management

Al Mawakeb School, Dubai, UAE  
High school Qualifications

## LANGUAGES

### Farsi

Native language

### English

Speak fluently and read write with high proficiency

### Arabic

Intermediate level of writing and speaking