

Maryam Zaki ,London,

maryamyasser287@gmail.com

Summary

Skilled in managing marketing functions such as product planning, roadmaps, consulting and business development as well.

Such as handling pre-analysis data and post-analysis of product launch. Proficient in developing marketing strategies to build consumer preferences, increase volume, and evaluate marketing budgets.

Periodically including workforce planning initiatives and ensuring adherence to planned expenditures.

Experience in conceptualizing and implementing sales promotion plans to increase brand visibility, thereby preparing management level reports on brand performance, needs and expectations.

Practical experience in drawing up marketing strategies and campaigns and contributing to enhancing business volume and growth.

Recognized for idea generation, operational and business excellence, personal integrity, collaborative work style, and motivation Talented resources.

Proven success in developing and implementing a strategic marketing and communications plan to improve product positioning, delight customers, advertise, and gain competitive market share.

Ability to aggressively create new and innovative channel marketing programs that generate, deliver and sustain results. Relationships with partners from creative, digital and print agency to media agency.

Experience in analyzing, interpreting and simplifying information as well as communicating information clearly to the target audience; An enthusiastic communicator with honed interpersonal, problem-solving and analytical abilities.

Experiences

Digital Marketing Strategist:

11Oct 2018-4 Jan 2019

Green company,London, uk.

Drove the email marketing strategy and execution for post-purchase trigger streams, and new audience pilots. Owned the site merchandising strategy for seasonal and horizontal campaigns on ebay.com to deliver on retail sales goals and keep a relevant presence on the homepage.

Partnered with creative team to design email, templates, and seasonal brand imagery. Developed creative, and targeting testing strategies that delivered against key traffic and revenue metrics.

Analyzed back-end campaign data and made recommendations to enhance the online customer shopping experience. Contributed to the achievement of category objectives through merchandising placements and landing page creation.

Championed best practices with key stakeholders ensuring interest in the success of onsite and email campaigns.

Promoted product-branding initiatives, developing marketing campaigns and materials for communications, emails, web content, and social media including Facebook, Twitter and Instagram.

Marketing Specialist

7Jan2019-6Mar 2020

Green company,London,uk.

Established the company's social media presence on Facebook, LinkedIn, YouTube, and Twitter. Spearheaded lead generation initiatives that increased conversion rate by 40%.

Executed a successful launch of the company's newest book, the disciplined leader, selling over 6,000 books within 5 months of release.

Chaired strategic partnership with entrepreneurs' organization for over 1 year generating almost \$400K in revenue for the company.

Executed 35 marketing events in a 10-month period and acquired 23 new clients. Redesigned 41-page catalog of company products and services to support sales efforts.

Slashed costs by \$3,000 a year on web conferencing platform through thorough evaluation and effective negotiation.

Spearheaded 3 website redesigns from concept to execution, boosting traffic by 13%. Produced 30 client video testimonials which generated sales and enhanced company credibility.

Marketing Assistant:

16Mar 2020 -5Mar 2021

202London Marketing ,London,uk.

Spearheaded all planning activities from concept to execution for events with up to \$100,000 budgets.

Handled all event budgeting, ensuring top quality while consistently coming in under budget.

Directed event logistics including registration and setup, travel, hotels, booths, client receptions, guest lists, conference accommodations, presentations, and itineraries, both remotely and on-site.

Led weekly cross-functional team conference calls leading up to each event, solving logistical issues and coordinating preparation with up to 14 individuals from multiple divisions.

Established and built successful partnerships with vendors, hotels, event management companies, and production services companies.

Maintained in-depth project plans including detailed Excel workbooks with continually updated task lists, contact lists, deadlines and budgets.

Marketing Manager

22Mar2021-31Jul2023

space consultants, london, uk

Researched, outlined, managed, and implemented yearly strategic plan - marketing, sales, delivery and merchandising of full catalog of company products to foreign and domestic distributors, big-box stores, resellers, and retail customers.

Obtained detailed understanding of consumer needs through market research, understanding of existing demographics, and outdoor market consumer trends.

Developed brand positioning and strategies designed to enhance brand value and equity. Increased annual product sales over three year period from \$250,000 to \$2,000,000.

Coordinated wholesale and retail marketing and purchasing efforts to effectively manage cross platform promotions - flyers, email newsletters, sundayafternoons.com, hard copy catalogs and workbooks.

Managed effective field sales reps and international distributor teams. Oversaw work and time management of assistant marketing and sales personnel.

Directed 12 member sales and marketing team as Regional Sales Manager, providing orientation and training on product management, sales, marketing, customer service, forecasting and leadership skills to advance company objectives.

Administered key accounts, instructive customers on effective sales, marketing and other business development methods, including successful contract and budget management approaches.

Conducted events and presentations and managed market research to ensure optimal sales performance as well as conformance with company standards and procedures.

Coordinated inter-departmental functions to achieve maximum output, including administration of sales, marketing, accounting, HR, Quality control, legal procedures and related task and functions.

Education

King's College London :Bachelor's of Business Administration (Marketing)

Oxford University: Diploma in Project Management

Skills

Arabic:C2/English: C2 /French:C2/Italian:B2

/Spanish:B1/ German:A2.

Marketing Strategy/Paid Advertising/Content Creation/SEO/Email Marketing/Social Media/Analytics/
UI/UX Design/CRM Tools/Video Production/ A/B Testing/Market Research/Coding
Languages/Adaptability /Problem solving/SEA

Strategic Market Planning/Marketing Operations/Channel Management/Business Development/Brand
Management/Key Account Management/Training and Development Event Management/P & L
Accountability/Campaign/Event Management/Promotions and Advertising/Market Research