

Dhuha Aamir Al- Beyati



Born: September 14th, 1986
Citizenship: Iraqi
Marital status: Married
Education: B.S.C Electrical and Electronic Engineering
University: Technology
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EXPERIENCE

➤ 07. 2007 – 08. 2009 AWI(CONSTRUCTION) – MARKETING ASSISTANT (ERBIL)

- Compiling and distributing financial and statistical information such as budget spreadsheets
- Analysing questionnaires
- Writing reports, company brochures and similar documents
- Organising and hosting presentations and customer visits
- Assisting with promotional activities
- Visiting customers/external agencies
- Helping in market research

➤ 12. 2011 – 01.2013 MIC (P&G FRANCHISE) - Admin

- Responsible on ordering and adjusting new customers in the system.
- Sharing daily sales report.
- Tracking shares of sales team.
- Matching the invoices of orders shipments with the custom invoices.
- Translation contracts and mails.
- Collecting desktop gadgets purchasing orders.

➤ 01. 2013 – 07. 2014 COCA- COLA SOUTH IRAQ- Marketing Analyst

- Preparing daily sales reports from plants to distributors and wholesalers.
- Supporting sales managers with analyzed data.
- Creating monthly summaries of sales and share it with top management.

- Analyzing monthly Insights and research files in excel and power point formats.
- Developing and building new reports according to sales team needs and requirements.

➤ **08. 2014 – 06. 2016 COCA-COLA SOUTH IRAQ- Marketing Specialist**

- Managing RED project (Right Execution Daily) doing by third party (external agencies) to monitor the company points of contacts such as coolers basically, displays, brand availability and other marketing materials in the outlets.
- Contracting with the agencies and track the invoices payment.
- Creating PR in SAP system.
- Giving monthly trainings to sales team about how to execution the picture of success that required, and train agency team about how to evaluate the PicOS.
- Updating the Picture of success (putting new or important SKUs in the availability list with high scoring.
- Dividing the target among sales team by area and region.
- Managing and developing the sales analyst in her test period (3 months).
- Contacting with the important customers for big issues.
- Tracking the penetration of brands in south Iraq.
- Prepare important presentations for top management.
- Creating customer survey questions and conducting it through sales supervisors.
- Analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.

➤ **07. 2016 – 09. 2017 COCA-COLA SOUTH IRAQ- Marketing Supervisor**

- Leading marketing campaigns and aligning with the agencies.
- Prepare and lead OBPPC (Occasion, Brand, Price, Pack, Channel).
- Lead new Product Development-product/pack.
- Alignment with headquarter corporate.
- Track Marketing Budget and alignment & management.
- Activate Marketing calendar campaigns.
- Acting as Marketing Manager in his absence .

➤ **10. 2017 – 02. 2019 COCA-COLA IRAQ- Marketing Executive**

- Launching Photo Recognition Project in all Iraq
- Managing RED Project in all Iraq.
- Training Pre-sellers on the right execution in the market.
- Leading Iraq Researches CES (Customer Engagement Survey) & DS (Distributor Survey).
- Data of Sales & Penetration Analysis.
- Business Planning with the management.
- Forecasting Products Portfolio.

SKILLS

- Microsoft office Excel
- Microsoft office Power point
- Microsoft office Outlook

- Analysis skills
- Project Management
- Training and presentation skills
- Business planning
- Leadership & Team work
- Flexibility
- Effective communication with people inside and outside the organization
- Customer service
- Commercial awareness

LANGUAGE

- Arabic:
Mother language
- English:
Very good

PROJECTS

- Photo Recognition 2018-2019
- Red Project 2014-2017
- Customer Engagement Survey 2017-2018
- Distributor satisfaction survey 2017-2018

References Available upon request