

# SIMRAN SEHMI

Phone: (973) 34596677  
Simransehmi9@gmail.com

Salmabad, Bahrain

I am a goal oriented individual, holding B.Sc. Business Management from University of Bahrain, 2019 (ABET Accredited) with proficient knowledge in fields of Supply Chain Management, Knowledge Management and International Management. My experiences include Events Management and Business Development. Good Communication and Presentation Skills are my strengths. Being part of an organization that will nourish my skills and can benefit from my experience and knowledge is my current goal.

## PROFESSIONAL AFFILIATIONS

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 **Noqta Media,**  
Digital Marketing Executive & Social Media Controller

April 2020 - June 2020

- Creating marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules.
- Ensuring brand consistency in marketing and social media messages by working with various company department members, including advertising, product development, and brand management.
- Collecting customer data and analyzing interactions and visits, plus using this information to create comprehensive reports and improve future marketing strategies and campaigns.
- Reporting progress to senior marketing management.
- Growing and expanding company social media presence into new social media platforms, plus increasing presence on existing platforms including Facebook, LinkedIn, Twitter, and Instagram
- Researching and monitoring activity of company competitors.
- Creating and distributing engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages.

 **Beyond Group,**  
Events Manager

November 2019 - March 2020

- Researching and developing marketing opportunities for Corporate or Public Events.
- Carrying out the process of event planning to design and implementation.
- Handling Budgeting and Invoicing.
- Finding and negotiating sponsorship deals.
- Liaising and negotiating with vendors.
- Handling Logistics and updating senior management with the progress.
- Managing marketing, branding and communications.
- Developing event feedback surveys and handling post-event reports.

 **Grapevine Interior Designs,**  
Sales & Marketing Executive

September 2019 - October 2019

- Running the complete marketing and Sales Process from Acquisition, bid proposal management, order processing and After - Sales Services
- Maintain business with existing customers and acquire new customers

- Maintain Reporting Systems & Liaison with Technical Service Department
- Attend onsite services and Participate in Sales Trainings and Seminars



## **Global Vision Solutions,**

June 2019 - August 2019

Marketing & Development Management Trainee

- Telemarketing & sales visitation: Contacting new clients, arranging meetings, engaging with the company through follow-ups with cold calls and emails.
- Assisting graphic designs team in analysis and creative ideas on promotions.
- Using a range of software to support the company business leads, conducting research study using the internet source to promote the company's services.
- Bookkeeping, Coding, filing in the system as Master data in MS Excel, Survey visiting partner companies, collecting data, analyzing the data and reporting to the management.

## **EDUCATION**

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**BS** University of Bahrain, B. Sc Business Management September 2019

**Electives:** Knowledge Management & Marketing Management.

**HS** Indian School Bahrain, Commerce – Multimedia & Web-Tech April 2015

**Majors:** Multimedia, Accounts, Economics & Business Studies

## **RESEARCH EXPERIENCE**

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**University of Bahrain, Bahrain** 2019

**Project Leader, Dr. Haifa Khalaf**

- Strategic Management

Implementing theoretical background to run a charity event that is well managed from planning to execution.

## **PROFESSIONAL TRAININGS**

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### **IATA – Foundation Diploma in Travel & Tourism**

Bahrain Training Institute (BTI), Bahrain, 2020



### **CDMP – Certified Digital Marketing Professional**

SKILL ACADEMEE, UK, 2020

## **REFERENCES**

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**References will be furnished on request.**