



MOBILE NO

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EDUCATIONAL
QUALIFICATION

**BSc Marketing
Management from
University
Graduate, in**
Obtained a BSc in
2009

Faculty Management
Science & Economics

**Department of
Marketing
Management**

The fusion of
experience gained
from working in
Morocco gave me
value added as a
credible candidate at
this institute. My
strength is in my
ability to adjust and
adapt to diverse and
dynamic
environments.

The nature of my qualification in customer care & Customer Care member, requiring tacit knowledge and skills to be utilized under pressure. The need for original and authentic ideas to obtain and sustain a competitive edge are critical therefore, ideally, I would like to develop a successful career that provides challenge, growth, responsibility in a mature organization that operates in the service industry

Summary of Career

8+ years **GCC experienced MARKETING/ SALES PROFESSIONAL** with valid UAE driving license and in-depth expertise in **B2B and B2C sales**. Adept in **innovative market penetration strategies, reducing marketing cost and lead generation time, enhancing corporate brand image, reducing operational cost** thereby contributing to departmental objectives and bottom line profitability of the organization worked with. Proficient in **GCC Demographics, Fluent in spoken Arabic MS Office, CRM, Customized ERPs**

PROFESSIONAL EXPERIENCES IN UAE

Gautier Furniture –Dubai, UAE (November 2019- April 2020)

Position: Sales Executive, Interiors adviser

Duties and responsibilities

- Managing clients requests regarding the internal fitting for individuals and offices
- Preparing quotes to clients and corporates with required modern furniture with details.
- Assist customer in selection of items, Place new merchandise on display.
- Creating new ideas for furnishing houses, villas and shops all over UAE
- Taking clients order for import furniture from Europe to the Brand(Gautier)
- Liaising with buyers, analysts, stores, suppliers and distributors.
- Managing the stock- showroom –warehouse lists of goods
- Making the inventory and pricing to all goods
- Working on home by me system for interior designing on requests.
- Handling the social media accounts of the company and outdoor marketing with daily posts and email.
- Meeting with suppliers and managing the distribution of stock by negotiating cost prices, ordering stock, agreeing timescales and delivery schedules and completing the necessary paperwork;

PERSONAL DETAILS

Nationality:
Moroccan

Driving
License: UAE

Marital Status:
Single

DOB: 19 Dec 1988

B Ed, (Hons) Economics

Diploma of business
management - Tourism
development and
Commerce.(2010-2011)
European Federation of
School- Big Soft

Business
management
Travel &
Tourism
Hotel
Management
Marketing
strategies and
techniques
Management) – RABAT

Royal tent company - Abu Dhabi, UAE

Position: Sales Executive (Aug 2017-October 2019)

Duties and Responsibilities

- Creating new division with new instructor for Banqueting & Weddings department
- Creating new standard of hospitality services
- Creating food & beverage menu
- Handling 3 wedding halls (250 weddings per year)
- Handling daily events & day to date operation
- Organize and support the project for F1 -Yas circuit
- Mange Ramadan tent with capacity of 700 people
- Supervise the activities of staff reporting directly to the position
- Research and provide advice to the management team
- Communicate effectively, both verbally and via written material

Spark Events Company- Abu Dhabi, UAE

Position: Business development manager (July 2016–July 2017)

Duties and Responsibilities

- Dealing with the customer directly, answering their enquiries and ensure that they are satisfied,
- Having the ability of an organization to constantly and consistently exceed the customer's expectations.
- Improving customer service involves making a commitment to learning what our customers' needs and wants & developing action plans that implement customer friendly processes.
- Working in a group and cooperative with the sales team.
- Co-ordination with department heads and co-authorizing purchases
- Monitoring expenditure, analyzing cost trends & preparing monthly cost reports & forecasts to the Managements.
- Establishing Internal Controls to ensure better operations.
- Doing all it needs to improve the value and quality of the experience
- Preparation of daily transaction of every shift

Media Touch – Abu Dhabi, UAE

Position: Media manager (April 2015 - June 2016)

Duties and Responsibilities

- Support & motivate the team towards excellent customer service.
- Brief new members regarding the catching client's tips.
- Conducted the trainings department wise.
- Support the sales manager in communication and implementing any new working practice.
- Attend customer requirements & monitor performances of standards in all in hand contracts.

PROFESSIONAL EXPERIENCE IN QATAR

ST Regis Hotel and Resorts – Doha, Qatar

Position: Concierge service ((Jan 2012 - Mar 2015)

Duties and Responsibilities

- Ensure customer satisfaction.
- Maintain a high standard service of hospitality to all clients.
- Responsible for stock arrangement in commercial areas.
- Answering and attending to customer queries and complaints.
- Conduct training & coach colleagues to perform given tasks by the Manager.
- Process customers transaction in the outlet which requires high security level such as password, cheque payment etc to avoid any hassle.
- Preparation of Monthly Division wise Profitability Statements and Consolidation of Accounts of all the divisions and branches.
- Co-ordination with department heads and co-authorizing purchases and sales.
- Support & motivate the team towards excellent customer service

PROFESSIONAL EXPERIENCE IN MOROCCO

Rabat Hotel – Rabat, Morocco (Sept 2008 – Dec 2011)

Position: Guest Relation officer

Duties and Responsibilities

- Planning product ranges and preparing sales and stock plans in conjunction with buyers.
- Maintaining a comprehensive library of appropriate data.
- Working closely with visual display staff and department heads for goods, to attain maximum customer interest and to boost sales.
- Producing layout plans for stores.
- Planning budgets & presenting sales forecasts and figures for new ranges.
- Controlling stock levels based on forecasts for the season.
- Gathering information on customers feedback on products.
- Analyzing last season sales and reporting on the current season lines.
- Making financial presentations to senior managers.
- Accompanying buyers on visits to manufacturers to appreciate production processes.

STRENGTHS

- Excellent interpersonal communication and negotiations skills on both Social and professional level.
- A good team player able to relate to people with diverse cultural background in a variety of contexts.
- Hard working focused and responsible with very good organizational ability.
- Confident, dynamic and a fast learner. Able to adapt in any environment in short duration.
- Ambitious, self-driven and able to work without constant supervision.
- Able to attain goals and objectives.
- Like to take difficult challenges the organization.

LANGUAGES

	Writing	Reading	Speaking
Arabic (Native)	Excellent	Excellent	Excellent
English	Good	Good	Good
French	Excellent	Excellent	Fluent