

Maleeha Iddris

Communication Officer

Contact

Address

Abu Dhabi, AZ

Phone

971503948718

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Zayaidd@outlook.com

Skills

Working under pressure and

Fulfilled when working in a

Busy environment

Service Orientation and

Knowledge of performance

Business Communication

Interpersonal skills

Sales

Market Analysis

Database Management

Digital marketing

Copywriting expertise

Software

Microsoft Tools

Highly talented, accomplished professional and Motivated Communication Officer committed in executing the communication activities of the company including direct analytics and other related communication activities and e-commerce sectors spanning from content and social media marketing. Delivering high quality content for effective positioning and promotion of products. Industrious Marketing Specialist offering 4 years of marketing experience along with a decisive and hardworking approach. Talent for devising creative strategies. Demonstrated knowledge of graphic design, copywriting and project management.

Work History

2017-01 -

2019-09

Marketing and Communications Assistant

TV3 Broadcasting, Accra, Accra

- Managed all digital/online sales for utilizing Digital/offline tools such as digital advertising and developing content for the social media pages.
- Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
- Managed full-cycle marketing and advertising strategies including estimating costs, managing resource allocation and adjusting production schedules.
- Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.
- Coordinated with social media, public relations and other teams to execute product introductions.
- Collaborated with product development team to effectively modernize and update promotions.

2016-05 -

2016-11

Communications Officer

TwoFour54, Abu Dhabi, AE4

- Listened carefully to each caller, asking vital questions and worked hard to keep caller calm in very stressful situations.
- Managed media relations and campaigns to address public communications in crisis situations.
- Multitasked effectively by speaking to callers and

SEO/Analytics

Adobe photoshop

Languages

English

Arabic

simultaneously typing information into system to maintain optimal performance levels.

- Cultivated productive relationships with major businesses, securing profitable partnerships.
- Improved team efficiency via training in sales, marketing and promotions.

Education

2019-09 -
2020-09

Master of Science (M.S: International Marketing Management

HERIOT WATT UNIVERSITY - Dubai

- Coursework in analytics, branding and communication and research philosophy
- Awarded Merit Award

2012-09 -
2017-01

Bachelor of Arts: Mass Communication

UNIVERSITY OF SHARJAH - Dubai,UAE

GPA: 3.11

- Coursework in marketing, journalism and business communication
- Graduated in Top 10% of Class
- Dean's List
- Elected Captain of soccer team
- Graduated magna cum laude
- Graduated with 3.11GPA

2017-05 -
2017-07

Postgraduate Certificate: Budgeting And Financial Management

Ghana Institute Of Management And Public Admin - Accra, Ghana