

Nazanin Shojadel
Mobile: +971 55 5498348
E-mail: shojadel.nazanin@gmail.com



CAREER HISTORY

Jan 2021 – Present BAM Sports Fithub (startup Health club)
Marketing Executive

- Increased the company's sales by 65% through implementation of a dedicated marketing plan to bring in more business
- Developed and implemented a marketing plan which successfully met all marketing and sales objectives and brought back in the investment by %40 in 5 months pre-launch stage.
- Located and proposed new potential business partnerships (B2B) by contacting potential partners and attending networking events which resulted in more than 3 strategic partnerships.
- Successfully organized a huge marketing fair through mall activation, which resulted in increasing the company's clientele by a staggering 48%.
- responsible for planning, developing, implementing and managing the overall digital marketing strategy.
- Manages the formulation of strategies to build a lasting digital connection with consumers
- Hit and exceeded department KPIs by 20% for 3 months in a row pre-launch period.
- Collaborates with designers and developers to improve user experience.
- Introduced campaign creation, analysis and optimization of direct marketing campaigns, including Facebook, Instagram and other social media platforms.
- Launched optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness.
- Educated both internal and external stakeholders on our product features and their benefits.
- Built a series of compelling videos, presentations and emails as part of communications, effectively streamlining departmental work at all levels of marketing and communications.
- Captured market-leading dominance (market share gains of up to 44%) for newly launched product line (membership packages)
- Leveraged strengths in cost-effective marketing management and vendor negotiations within the first year an average of 15% under-budget.
- Serves as a lead contact into B2B creative organization for assigned work; develops strong relationships and collaborates closely with both internal/external creative teams and other organizations to build comprehensive marcom plan
- Worked closely with sales and product teams to develop product pricing models, key messaging, and value proposition.
- Revamped Company social media accounts, improving user engagement by over 45% on Instagram, Facebook, Twitter, and LinkedIn.
- Develops product positioning and messaging that resonates with our target buyer personas
- Evaluated projects using relevant KPIs and feedback from existing and prospective customers
- Managed a monthly ads budget of over AED 10,000.
- Grew Company social media monthly organic traffic from 0 to 1600 within 3 months.
- Leads and collaborates with marketing department team to develop campaigns and strategies using both digital and traditional methods of marketing
- Manages, standardizes, and cleanses existing and new customers data in CRM, assist in driving lead generation.
- Reaches out to relative field reporters to present the brand and its products to the targeted market through mass email communications.
- Increased key audiences by 30% over first 6 months pre-launch period using market analysis & metric tools.

May 2014 – Jan 2021 SPX Flow Technology Middle East FZE (SPX Corporation)
Sales Operations Analyst (Commercial)

- Responsible for interfacing with other departments to analyze data, create capabilities for sales forecasting
- Support and implement the annual operating plan within cooperation with the Regional Sales Director/Manager, Country Sales Leads and Product Line Owners
- Report accurate weekly run rate and gap identification per product line
- Received President's Award for quarterly outstanding performance
- Analyze CRM data and present findings and suggestions for improvements
- Identify and track orders inside and outside of region
- Track channel partner growth across the region
- Support regional Channel Sales Manager by measuring growth and profitability, gather all channel contracts, create metrics for differentiation (AAA, B, C)
- Analyze sales forecasts, results, reports and presentations including analysis of variances versus budget forecasts. Support periodic sales target setting and forecasting
- Retrieve, consolidate, analyze and summarize data from very large data sets using Excel and PBI.
- Work closely & collaborate with sales, solution management, product management, GMO & supply chain team to develop, create and maintain reporting requirements and ensure that the revenue recognition and forecasting systems provide accurate and timely data.
- Actively support and interact with internal sales, marketing, operations, and finance teams.

Office Manager / Executive Assistant to the Executive team

- Implemented a series of office practices, increasing efficiency by 60%.
- Streamlined vendor relations, as a result, obtained a 25% discount on all purchases.
- Cut supplies cost by 45%, by bringing on board an inexpensive but quality supplier.
- Organized weekly and monthly meeting with team managers to discuss organizational goals and address challenges.
- Managed the daily calendar of the management.
- Transitioned filing to scanning system. Developed digital file structure, organized scanning of existing document files, and upload to server and backup location.
- Organized the company's annual international summit, including flights, accommodations, and itineraries for more than 30 attendees.
- Crafted compelling messages across marketing channels (landing pages, ad campaigns)
- Collated all expense claims and reviewed them before submitting to Finance and HR departments respectively.
- Responsible for attendance records of all employees and maintenance and submission of the attendance reports.
- Assisted HR department with New Employee induction plans process by sending proper communication to different departments to set the date and time for each meeting.
- Managed and ordered all marketing materials and supplies such as brochures, flyers, posters and promotional items and giveaways.
- Handled the weekly schedule of the management team and communicated the same to the team accordingly.
- Took meeting minutes when and where required.
- Managed the facility's monthly supply order and maintained the stock availability of office supplies.

Senior Events/Marketing Specialist

- Planning and executing step-by-step arrangements and processes for all regionally vast and important events such as ADIPEC, World Tank (StocExpo) and Wetex, Gulfood Manufacturing, etc. to ensure timely delivery of the show within the approved budget
- Successfully planned and implemented details of 2 corporate events at the same time from setup to the pack up days.
- Planned and executed over 10 corporate events within one year including corporate and social.
- Implemented new corporate event planner template which reduced planning and execution time by 24%.
- Trained 10+ event coordinators in handling event planning and implementation work, as part of their induction period.
- Introduced the concept of social media outreach for 3 events, as a result, increased attendance by 30%.
- Identified alternative event venue selection solutions, hence, reduced event cost by 42%.
- Planned and managed all budgets associated with in store merchandising, and activation launched in the marketplace understanding effectiveness and ROI.
- Received the best stand design and management award in 2019 at Gulfood Manufacturing.

- Managed the annual events budget to save 25% of the total budget.
- Handled events reporting, tracking, and feedback management pre and post event.
- Demonstrated attention to detail, organizational strengths and advanced skills in negotiations and cost-cutting strategies to deliver events that consistently exceeded management expectations.
- Awarded Employee of the Month twice in a row for constantly achieving excellent results and performing great work.

**2012 – 2014 American University in Dubai
Administrative Assistant – School of Business Administration**

- Scheduled appointments and maintained executive calendars.
- Collected and analyzed information/data for annual departmental accreditation, including proof reading and editing of final reports
- Scheduled and coordinated staff and other meetings.
- Fully responsible for business school textbook ordering process
- Generated memos and reports when appropriate and required.
- Implemented and coordinated the accreditation process in accordance with established standards, policies, and procedures.
- Arranged for travel/accommodations, and assisted the on-site teams of volunteer evaluators (Curriculum and Management Specialists).
- Prepared communications, such as memos, emails, invoices, reports and other correspondence.
- Executive Assistant to the Provost office, taking care of day-to-day office tasks as well as arranging for departmental and non-departmental meetings, attending the official meetings and taking minutes, maintaining daily schedule of the Provost.

2011 – 2012 Classique Adhesive International – Dubai, UAE

HR Officer

- Provide counseling to line managers as well as employees on policies and procedures
- Maintained employee records according to policy and legal requirements
- Actively involved in the process of recruitment
- Conducted new-employee orientations at local office to ensure employees gain an understanding of benefits plans and enrollment provisions
- Prepared monthly payroll report
- Administered pension and benefits
- Planned trainings including inductions for new staff

2009 – 2011 Alinsaf Advocates & Legal Consultants, Dubai,

UAE HR / Legal Administrator / Office Manager

- planned and arranged conferences, seminars and events
- helped clients by filling claims for medical payments coverage, kept clients informed of case progress
- Gathered case evidence and documentation by preparing personal injury files, input information from medical records, statements of charges, client and witness statements, and lost-wage documentation, filed physical copies, logged incoming mail, contact medical providers, insurance companies and collection agencies
- Took minutes at internal and client meetings
- Arranged travel preparations and reconciliations for legal conferences, seminars and workshops
- Performed legal research and discovery under direction of attorneys
- Managed schedule, including trial dates and hearings
- Assessed the urgency of situation and determined appropriate actions, monitored status of pending item, provided follow-up and kept management informed by communicating a wide variety of information

EDUCATION AND QUALIFICATIONS

- 2012 Master of Business Administration – MBA (General Management)**
Canadian University of Dubai, Dubai, UAE
- 2010 Bachelor of Arts in Translation and Interpretation**
Payam Noor University, Tehran, Iran
- 2005 Certificate in Translation and Interpretation**
Simultaneous Interpretation and Language Institute, Tehran, Iran
- 1998 Diploma in Mathematics and Statistics**
Soroor Fereshtegan High School, Tehran, Iran

CERTIFICATES

- First Aid / CPR training certification (Cedars Jebel Ali International Hospital, UAE)
- Simultaneous Translation & Interpretation Certification (Simultaneous Interpretation & Language Institute, Iran)

LANGUAGES

- **Farsi:** Native
- **English:** Fluent comprehension, speaking, and writing
- **Turkish:** Fluent comprehension, speaking, and writing
- **Arabic:** Basic comprehension and speaking, competent reading and writing

SKILLS

- Microsoft Office – Outlook, Power BI, Word, PowerPoint, Excel, Visio, etc.
- Adobe Acrobat
- Advanced skills in mobile and social media apps
- Written and verbal communication skills
- Time management
- Problem solving and prioritization
- Research and analysis

ACHIEVEMENTS

- Received President's Award – Outstanding Performance in Q1, 2020
- Received Best Stand Design Award (Gulfood Manufacturing 2019) – Own the Stand Design

PERSONAL DETAILS

Location: Dubai, UAE
Date of Birth: September 10th
Visa Status: Family Sponsorship