

## Reema George

### MARKETING EXECUTIVE



#### Personal Information

**Address:** Dubai, U.A.E

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**E-mail:** reemakhan893@gmail.com

**Date of Birth:** 2<sup>nd</sup> October 1989

#### Education

Bachelors Degree – Punjab University - 2016

#### Skills

Operating System

*Excellent*

MS Office

*Excellent*

#### Languages

English

*Fluent*

Urdu

*Native*

Punjabi

*Native*

## MARKETING / SALES / EXPORT / HOSPITALITY

Multifaceted, enthusiastic and determined individual with professional experience of more than 9 years, seeking a position and willing to share my knowledge and to utilize my skills for the growth of an organization. Possesses the highest degree of integrity, supported by a flawless record of maintaining confidentiality. Adaptable to changing situations and flexible about working hours.

### Core Competencies

- **Sales**
  - **Marketing**
  - **Administrative**
  - **Office Management**
  - **Excellent Communication and Inter-Personal Skills**
  - **Team Player**
  - **Administrative Support**
  - **Decision Making and Analytical Problem Solving**
  - **Fast Learner with Positive Attitude**
  - **Production Planning and Monitoring**
  - **Purchasing and Logistics**
- Self-motivated, eager and goal-driven professional in the field of sales & marketing in the Pakistan and UAE.
  - Result-oriented and dynamic person with excellent knowledge in MS Office, MS Windows applications.
  - Have good communications skills, focused and efficient.
  - Professional, hardworking, team player and willing to undergo training and can work under pressure with minimal supervision of superiors.

### Career Snap Shot

#### July 2019 to March 2020 (due to COVID-19):

Worked as **Marketing Executive** in Takaful Emarat Insurance, Dubai, UAE.

#### 2014 to 2019:

Worked as **Marketing Manager** in State Life Insurance Corporation, Pakistan.

#### 2011 to 2013:

Worked as **Marketing Officer** in Manno Group, Pakistan.

#### 2009 to 2011:

Worked as **Assistant Manager** in Export Department in Zephyr Textile Limited, Pakistan.

**\*Available to join on immediate basis\***

## CAREER GRAPH

<b>Marketing Executive</b>	<b>Dubai, U.A.E. (Jul 2019 to Mar 2020)</b>
<b>Takaful Emarat Insurance</b>	<b>Insurance Company</b>
<ul style="list-style-type: none"> <li>• Calculate premiums and establish payment method.</li> <li>• Call on policyholders to deliver and explain policy, to analyze insurance program and suggest additions or changes, or to change beneficiaries.</li> <li>• Confer with clients to obtain and provide information when claims are made on policy.</li> <li>• Contact underwriter and submit forms to obtain binder coverage.</li> <li>• Customize insurance programs to suit individual customers, often covering a variety of risks.</li> <li>• Develop marketing strategies to compete with other individuals or companies.</li> <li>• Ensure that policy requirements are fulfilled, including any necessary medical examinations and the completion of appropriate forms.</li> <li>• Explain features, advantages and disadvantages of various policies to promote sale of insurance plans.</li> <li>• Explain necessary bookkeeping requirements for customer to implement and provide group insurance program.</li> <li>• Inspect property, examining its general condition, type of construction, age and other characteristics, to decide if it is a good insurance risk.</li> <li>• Install bookkeeping systems and resolve system problems.</li> <li>• Interview prospective clients to obtain data about their financial resources and needs, the physical condition of the person or property to be insured and to discuss any existing coverage.</li> <li>• Monitor insurance claims to ensure they are settled equitably for both the client and the insurer.</li> <li>• Perform administrative tasks, such as maintaining records and handling policy renewals.</li> <li>• Plan and oversee incorporation of insurance program into bookkeeping system of company.</li> <li>• Seek out new clients and develop clientele by networking to find new customers and generate lists of prospective clients.</li> </ul>	
<b>Marketing Manager</b>	<b>Pakistan (2014 to 2019)</b>
<b>State Life Insurance Corporation</b>	<b>Insurance Company</b>
<ul style="list-style-type: none"> <li>• Conduct marketing staff meetings for long and short-range marketing goals.</li> <li>• Set up schedules for sales volume and assure participation of other departments.</li> <li>• Work with marketing department in preparation of advertisement for magazines, journals and other media.</li> <li>• Maintain balance in promotion between sales force, advertising and other forms of publicity, display and presentation.</li> <li>• Develop sales budget and forecasts.</li> <li>• Supervise marketing staff.</li> <li>• Communicate with State Administrators in developing methods of acquiring market share and increasing retention of current book of business.</li> <li>• Monitor activities of competition.</li> <li>• Market competition analysis and comparison.</li> <li>• Knowledge of social media marketing.</li> <li>• Perform other duties as assigned.</li> <li>• Travelling when required.</li> </ul>	
<b>Marketing Executive</b>	<b>Pakistan (2011 to 2013)</b>
<b>MANNO Group</b>	<b>Textile Industry</b>
<ul style="list-style-type: none"> <li>• Handling indoor sales.</li> <li>• Managing files and contracts and corresponding with clients</li> </ul>	
<b>Assistant Manager in Export Department</b>	<b>Pakistan (2009 to 2011)</b>
<b>Zephyr Textile Limited</b>	<b>Textile Industry</b>
<ul style="list-style-type: none"> <li>• Manage all export documents.</li> <li>• Record Management</li> <li>• Handling Internal and external corresponding</li> </ul>	
*Supporting documents and references will be provided upon request.	