

Curriculum Vitae

Martha Sarkis



Personal Information

Date of birth: 11/9/1988

Nationality: Armenian

Mobil phone: + 971553471080

Social status: Married

Email: marthasarkis@yahoo.com

Ambitious chemistry graduate, with acquired skills in customer service, digital marketing and social media.

Professional Experience

Emirates airlines (Digital Marketing)

January 2018-February 2020

- Manage digital marketing campaigns through a variety of channels including Web, SEO, Paid Search, Email, Social, Affiliates.
- Create Email marketing campaigns to promote products and services and ensure is conveyed clearly and delivered properly to prospects.
- Measure and report the performance of all digital marketing campaigns on weekly and monthly basis.
- Collaborate with internal teams to create landing pages to publish it online and optimize user experience.
- Stay up to date on digital trends and ensure the brand is in front of industry development.

Emirates airlines (Cabin Crew – Business class)

February 2013 –January 2018

- Provide customers with premium service standards and excellence care.
- Responsible for the safety & comfort of passengers.
- Deliver the highest quality of service.
- Sell Duty free products on board and promote the Emirates loyalty program to get the maximum number of passenger enrollment.

Sabbagh Chemical Establishment (Lab Technician)

Feb 2012 – Dec 2012

- Reviewing and testing raw materials and finished products to ensure that the products meet corporate quality and safety standards.
- Preparing lab's activity & production report.

Adamco Pharma

Mar 2011 – Jan 2012

- Arrange appointments with doctors, pharmacists and hospital medical teams.
- Create presentations to doctors, and pharmacists in the retail sector.

World Bank – SEBC (Research Intern) June – September 2009

Project name: Investment Climate Assessment

Client: service and industrial firms

Project description: providing better advice and assistance to the government on key policies, institutions and services.

- Persuading general managers to take part in a national survey
- Obtaining profit related answers from the clients
- Conducting interviews with general managers for qualitative data

Language skills

Arabic: Native Language

Armenian: Native Language

English: Advanced (Speaking, Reading, Writing)

Education

Bachelor degree in applied chemistry from the Faculty of Sciences from University of Damascus (2007-2012).

Extra Qualifications

Google Adwords Fundamentals 2018

Certificate about the basic and intermediate aspects of online advertising, how to set up and manage a Google Ads campaign, and how to measure and optimize campaign performance.

SKILLS 2008

Certified in business SKILLS, Superior Knowledge by Intensive Labor Learning Schemes, a six-month intensive business course, that covers all fields in business from marketing, sales, communication skills to project management. Certified by SEBC; Syrian Enterprise and Business Centre in cooperation with the European training foundation.

ISO\IEC 17025: 2005 2011

Certificate in General requirements for the competence of testing and calibration laboratories.

ICDL 2008

Certified in International Computer Driving License from the New Horizons Institute. Computer skills include MS Office; Word, Excel, Power Point, and Publisher.

Volunteer Work

Girl Scout Leader

Took part in an Armenian charity organization. Was an effective team leader, responsible for managing the young scouts, in addition to organizing events and functions.

References are available upon request!