

Maricar Cruz

Senior Marketing Representative - Haward Technology Middle East

Ajman

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Expertise in the management of Training Courses, Telemarketing and office based administration with more than 10 years of professional work experience in a Gulf based company. Possess capability in managing spectrum of Training Resource Program Services & Functions with proven capability to handle recruitment, selection, job evaluation and manage training procedures. Professional team leader and communicator with creative and analytical problem solving skills. Adapt and successful in a variety of job profiles and work environment.

Work Experience

Senior Marketing Representative

Haward Technology Middle East

November 2018 to Present

- Establish and maintain professional relationship with target customers through approved and appropriate methods such as company visits.
- Carry out company visits/courtesy calls to initiate strong business relations with target customers/clients
- Create a positive image/picture of the company by designing and publishing first-class marketing collaterals (e. g. Web site, brochures, company profile, etc.)
- Plan, draft and finalize marketing proposals for "In-house" courses
- Prepare and finalize pre-qualification document

Deputy Training Manager

Haward Technology Middle East

October 2016 to November 2018

- Takes over the Training Department in the absence of the Training Manager
- Manage the daily activities of the Training Department, which include, but not limited to, marketing, customer support service and other related activities
- Plan, design and finalize the annual Training Plans of major corporate clients
- Participate in the planning, designing and finalizing the company's annual Training Schedule
- Assign courses that are to be marketed by Course Coordinator
- Supervise Training Supervisors as well as Training Coordinators to ensure efficiency at work
- Monitor and report the progress of marketing activities for Public courses, especially registrations/enrolments

Training Superintendent

Haward Technology Middle East

March 2011 to October 2016

- Train and orient new employees about the company rules and work procedures
- Supervise the development and implementation of training and development planning system
- Assist the Training Manager and Deputy Training Manager in managing the overall performance of the training department.

- Oversee and evaluate Training Supervisors and be certain that assigned tasks were done promptly and accurately
- Ensuring that employees under my supervision are trained in a timely manner to perform their assigned tasks
- Provide Technical Training to Course Coordinators prior to marketing

Technical Assistant to the Project Manager

Tamouh Investment LLC

June 2009 to November 2010

- Provide administrative support including arranging meetings, preparing in-out correspondences & reports, taking minutes when necessary, follow-up on actions, etc
- Deal with the wide range of communication including client/consultant coordination, screening of telephone calls.
- Works in a multinational interdisciplinary project team and its responsibility for maintain high quality standards in maintaining relevant documentation
- Develop and maintain a schedule of on-going work in order to ensure that a constant overview is kept of activities to allow for effective prioritization and control
- Maintain relevant documentation and help ensure that project status is tracked correctly
- Undertake special tasks or project work as necessary which includes collation and reporting on relevant data
- Provide technical support to the department for issuing technical reports, presentations, drawings, charts, budget proposals, tender documents and non-routine reports as required.
- Overall responsibilities for construction document control

Training & Development Supervisor

Haward Technology Middle East

December 2004 to February 2009

- Supervise all members of the team and improve its efficiency on a continuous basis
- Train all Training Coordinators within each team in the areas of communication and marketing with clear instructions and guide team members
- Train new coordinators in the area of telemarketing and work procedures
- Attend and spearhead weekly kick-off meetings and training with course coordinators who will be deployed to the courses
- Assist the Training Manager in interviewing/hiring of Training Coordinators/ Telemarketers
- Initiate the update and modifications of training guidelines/booklets/ documents
- Communicate important or urgent issues directly to the General Manager
- Oversee-coordinate office administrative procedures, evaluate and implement new company procedure

Education

None