

SHAMMA AL REMAITHI

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Sr. Marketing Manager

Profile Summary

Intuitive Senior Marketing Executive adept at increasing revenue and profits through diligent research and efficient resource allocation. Especially skilled at maximizing profits while working within a limited marketing budget. Specialize in identifying client needs and offering practical short-term and long-term solutions.

Core Competencies

- Profound ability to design sales promotions and provide retail support
- Strong ability to develop cross-category solutions spanning multiple platforms
- Adept at identifying consumer expectations and developing strategies accordingly
- Proficient in the use of MS Office Suite applications and marketing software
- Ability to work within tight deadlines
- Solid team leadership abilities
- Comprehensive communications skills

Technical Skills

- Microsoft Word / PowerPoint / Excel
- Adobe Illustrator / Photoshop / InDesign
- Social network (Facebook, Twitter, Instagram and Snapchat)

Experience

SALEH BIN LAHEJ GROUP - Hospitality Division (Oct 2015 – till date)

Designation Chronology:

- Sr. Manager – Sales & Marketing

Key Highlights:

- Compiling and distributing financial and numerical information
- Development of promotions & Organizing events and product exhibitions
- Monitoring performance and writing reports
- Working closely with design agencies and assisting with new product launches
- Be on top of all deliverables to the restaurants especially new openings
- Monitor member and partner satisfaction through research and feedback.
- Doing the calendar of the year to act on it
- Build brand awareness and positioning.
- Understand and formulate budgets and finances, including expenditures, research and development grants, return on investment, and expected profit losses.
- Make a list describing our products. Evaluating and developing our marketing strategies and plans.
- Plan, direct and coordinate marketing efforts.
- Examine the demand for our products and services.
- Work with the sales department to develop a pricing strategy to strike a balance between customer satisfaction while increasing profits and market share.
- Coordination of marketing projects from start to finish.
- Supervising social media marketing and content marketing strategies.

Roles & Responsibilities:

- Set realistic and practical goals to marketing teams directed at maximizing company profits and developing sales strategies and marketing campaigns.
- Provide coaching and guidance to the team members about every aspect of the marketing strategies so that the team members can understand their tasks fully and act on them efficiently.
- Identify all the internal and external potential customer's to maintained close communications while clearly defining marketing objectives.
- Evaluate the progress on regular basis in order to overcome the mistakes and achieve the company targets by detecting the mistake or fault in a timely manner.
- Develop and execute an efficient internal communication strategy for ensuring communication with all levels of management within the team.

- Develop tools and techniques for disturbing tasks according to the skills of every team member and also to evaluate the performance of all team members.

HSBC Bank (February 2014 – Sep 2015)

Designation Chronology:

- Teller
- Customer Service

Key Highlights:

- Handling cash and cash control
- Demonstrated outstanding customer service, resolved customer concerns and helped build customer loyalty.
- Achieved sales goal of 6% or more each quarter by identifying customer needs and referring financial products and services.
- Helped assistant manager with administrative jobs.
- Mentored and coached new bank tellers.
- Attending customer's needs

Roles & Responsibilities:

- Responsible for handling customer financial transactions like deposits, withdrawals, transfers, money orders, and checking.
- Promote the bank's services like special savings account or an additional checking account to customers.
- Counting cash, answering phones, filing deposit slips and paperwork, managing ATM deposits, and balancing numbers at the end of the day.

Education

- 2018- MBA (Business Administration) – American university in the Emirates
- 2013 - Bachelor Degree - (Graphic Design) – American university in the Emirates
- 2005-2008 - (Studied in Zayed University Communication and media sciences

Personal Details

- Nationality: Emiratis
- Marital Status: Single
- Languages: English and Arabic
- Driving License: Valid UAE License