

# ZAHRA.G. ALI MOHAMED

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## HARD SKILLS

Brand Marketing  
Trade Marketing  
Market research  
Strategic marketing plans  
Event marketing  
Social media campaigns  
Public relations  
Pricing strategies  
Advertising campaigns  
B2B, B2C and B2G  
Digital marketing  
Email campaigns  
Market research & analysis  
Vendor Management  
Computer skills  
Microsoft Office

## SOFT SKILLS

Teamwork  
Leadership  
Time management  
Communication  
Curiosity  
Adaptability  
Strong work ethic  
Creative thinking

## PROFILE

Marketing professional with 17 years of experience. Knowledgeable in above-the-line and below-the-line Marketing. Skilled in omni-channel Marketing campaigns from ideation to implementation while overseeing the budget.

## EXPERIENCE

Senior Marketing Executive 09/2014 – 31/2021

PR and Marketing Supervisor 09/2013 - 09/2014

SHUROOQ - Al Montazah Amusement & Water Park, Sharjah, UAE

- Develop marketing strategies and campaigns
- Manage the digital marketing such as website development or social media strategies to drive qualified traffic
- Establish strategic relationships with key industry players, agencies and vendors
- Oversee the marketing budget on a quarterly and annual basis
- Review and approve marketing material, from website banners to hard copy brochures and case studies
- Manage the production of marketing materials and collaterals

DPH Section Manager 07/2006 - 03/2012

Carrefour, Ajman/UAE

- Maximized profitability, set and met sales targets
- Mentored a team (coached, counselled, trained, appraised employees)
- Prepared an annual budget and achieved financial objectives
- Formulated pricing policies by reviewing merchandising activities
- Managed the point-of-sale promotion

Assistant Business Cycle Manager 09/2004 - 06/2006

Carrefour, Ajman/UAE

- Provided critical analysis of all store departments in accordance with the company benchmark analysis
- Monitored the store's business performance
- Implemented a standard management process and communication
- Conducted audits in the store departments and sections

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## LANGUAGES

Arabic  
native proficiency

English  
full prof. proficiency

## CERTIFICATIONS

How to Hold a Meeting  
Critical techniques and  
planning steps to make  
meetings more effective

Accounting & Financial  
Understand financial  
statements to evaluate  
business performance, asset  
management, cost  
management, leverage  
management, tax  
management

Performing the Role of  
Section Manager

Defining the role of a section  
manager: anticipate,  
organize, set expectations,  
control and inform

Customer Service Officer

05/ 2003 - 08/2004

Carrefour, Ajman/UAE

- Responded to customer service account inquiries on account balances, transaction details, statements, fees and charges
- Provided routine reports about achievements and improvements planned to address prevalent deficiencies
- Assisted in developing, presenting and implementing policies and procedures

## EDUCATION

Bachelor Degree in Business Marketing

10/2016

Ajman University for Science and Technology