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***Sameera , BBA (Manipal University, Dubai)*** ***Sameera.352111@2freemail.com***

**Objective**: To work in a dynamic and challenging environment where I can realize my potential and competencies towards goal accomplishment and growth through performance and learning.

**Qualification:** BBA (Finance) from Manipal University, Dubai.

**Work Experience:**

* Presently, working with **Saffron Media Works** as a Sales & Marketing Manager (Filmfare ME, Femina ME and Saffron Society Insider Magazines) (May 2012 – Till Present)

**Job Responsibilities:**

1. Develop realistic marketing strategies, target, objectives and measures for Filmfare, Femina and Saffron Magazines and in house events.
2. Successfully organized and executed brand activations for Emirates NBD, Mashreq bank, Samsung, Gehna Jewellery, Beauty connection spa, Danube etc.
3. Initiated and executed CSR activities in labor camps for various clients.
4. Involved in the over-all PR activities, strategy & planning in Dubai, UAE
5. Providing media assistance and developing strong media contacts in the GCC region
6. Sharing creative inputs, content creation, concept developments, PR & media planning
7. Creating innovative ideas for brand awareness
8. Handling internal events PR for Filmfare and Femina magazine in the Middle East region
9. Analyze market trends and recommend changes to marketing and business development strategies based on analysis and feedback.
10. Prepare and adhere to budgets.
11. Oversee creation and delivery of press releases, advertisements, and other marketing materials.
12. Design print ads and publications.
13. Create presentations for print advertorials and Events & PR.
14. Prepare & Develop yearly Events Calendar for Magazines and In house events.
15. Strong relationships with the media agencies (Planning/Buying/PR/Digital) across UAE.
16. Have direct connects with all the media houses (TV, Radio, Publishing, Digital) across UAE.
17. Executing several details including, email broadcasting, corporate communications, promotions, several marketing plans and promotions.
18. To analyze the recent trends in the print and events media industry.
19. Attending conferences to increase the network. Eg:- BNI, Media Mondays Network, SME Intelligent etc.
20. Heading the commercial sales through communicating with the clients directly, all media agencies and closing deals for the magazine/events.
21. Preparation of reports based on performance and sales analysis of team.
22. Actively involved in coordinating events such as movie premiers, corporate events, and press conferences.
23. Calling prospective clients for sponsoring the events.
24. Initiated and executed major activations in universities across UAE.
25. Involved in organizing the most prestigious affair, Filmfare Awards 2011 in India, Mumbai.
26. Design, build and maintain social media presence for our brands - Filmfare, Femina and Saffron magazine and websites through optimizing, monitoring and maintaining strategies. Content creation and interaction with users.
27. Managed and organized 2 major magazine launches in Dubai which were Femina ME and Saffron the Society Insider.
28. Have been responsible in Celebrity Management from Bollywood and Pakistan industry.
29. Managed and Organized Filmfare ME 5 years in the Middle East with top celebrities from Bollywood, Dec 2015. Majorly responsible for getting sponsors on board.
30. Managed and Organized the first ever Femina ME Women Awards in Dubai, May 2016.
31. Collaborate with agencies and other vendor partners for digital media planning.
32. Plan and execute all web, marketing database, email, social media and display advertising campaigns for our clients and in house events.
33. Managing online brand and product campaigns to raise brand awareness for clients on our digital platforms.
* Worked with **Advance Media** (OK Middle East Magazine) as a Sales Executive (May 2011 – Apr 2012)

**Job Responsibilities:**

1. Persuading clients to buy advertising space.
2. Finding out who controls the advertising budget in target organizations and contacting them.
3. Closing the deal and recording the details.
4. Preparation and Execution of flat plan for the magazine.
* Worked with **Congress Solutions International** (Emirates Group) as Project Executive/Event Coordinator (Feb 2010 - Apr 2011)

Responsible for the production of events from conception till completion. Events included:

* exhibitions and fairs
* conferences
* promotions and launches

**Job Responsibilities:**

1. Administration job
2. Preparation & Execution of Marketing strategies and plans.
3. data entry, call centre operations and follow-up
4. liaising with clients to ascertain their precise event requirements;
5. coordinating venue management, caterers, stand designers, contractors and equipment hire;
6. organizing facilities for car parking, traffic control, security, first aid, hospitality and the media;
7. coordinating staffing requirements and staff briefings;
8. selling sponsorship/stand/exhibition space to potential exhibitors/partners;
9. preparing delegate packs and papers;
10. liaising with marketing and PR colleagues to promote the event;
11. liaising with clients and designers to create a brand for the event and organizing the production of tickets, posters, catalogues and sales brochures;
12. Coordinating suppliers, handling client queries and troubleshooting on the day of the event to ensure that all runs smoothly.

**Short-Term Promotions:**

* Worked for **Samsung** in GITEX 2011.
* Worked as a Promoter for **Henkel** Company in 2009.
* Worked for **Manipal Univesity** in university seminar held in **World Trade** center in 2008.
* Worked for **Nivea** brand campaign in 2008.
* Worked for **Du** as sales executive in the year 2007.

**Computer Proficiency**

* Well versed with MS Office ( Word , Power Point , Excel)
* EBMS (Event Business Management Software)
* Good knowledge of HTML and Java Programming
* **Past Academic Details:**

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| **Course** | **Institution** | **Board/****University** | **Year of****Completion** | **Marks %****/ CGPA** |
| **XII**  | Progressive English School, Sharjah | ISC | 2007 | 77.4% |
| **X** | Progressive English School, Sharjah | ICSE | 2005 | 65% |
| **BBA** | Manipal University  | Indian  | 2010 | 3.08/4 |

**Achievements**

* Participated and won first position in inter school table tennis tournament in the year 2002.
* Received a certificate of merit from United Nations Organisation for participating Inter-school test competition.
* Attended a seminar series, Horizons in May 2009.
* Participated in a fashion show called ‘Fashionova’ in the year 2009.
* Organised a corporate event called Gulf Vascular Congress in the year 2011.
* Organised an event called UITP (World Congress) in the year 2011.

**Personal Details:**

Nationality : Indian

Gender : Female

Marital Status : Single

Date of Birth : 13/06/1989

Visa Status : Residence Visa

Driving License : Yes

Languages known : English, Hindi, Urdu (Fluent) &

Arabic (Read & Write)

**Declaration:**

I hereby declare that all the statements made in this resume are complete and correct to the best of my knowledge and belief.

Place: Dubai