**Adam**

Phone: C/o 0505891826 Date of birth: October 12, 1991

Email: adam.358588@2freemail.com Nationality: American

 **EXPERIENCE**

**M. H. Alshaya Co.** (Kuwait) – Marketing Executive August 2014 – Present

**Pinkberry Middle East & North Africa –** Food Retail Division

* Worked with operations team on store openings, employee briefings, sales tracking and business partnerships
* Planned and implemented promotional campaigns for special offers, permanent and limited-time menu items
* Produced in-store and external marketing materials while being cost efficient through tendering process
* Designed visual mock-ups and layouts, retouched and finalized artworks and videos for print and digital platforms
* Managed the brand’s online presence by promoting and creating content, competitions and responding to customer inquiries
* Attended weekly supply chain meetings to plan and anticipate new product launches and flavor rotations
* Conducted research for new product/flavor launch opportunities and surveyed customers during test launches
* Monitored competitor’s online and in-store activities to gain and maintain competitive advantages

**Senyar Marketing & Branding** (Kuwait) – Account Executive January 2014 – June 2014

* Handled several accounts working directly with clients from different industries
* Wrote creative, media and production briefs and followed up with the teams involved
* Oversaw the creation and redesign of corporate identities and executed promotional campaigns and events

**J. Walter Thompson MEA** (Kuwait) – Internship September 2012

* Worked closely with the Account Management team by following up on jobs for several clients
* Assisted the Copywriting teams in generating new names and writing scripts for client’s projects

**EDUCATION**

Bachelor of Science, Lebanese American University (LAU) July 2013

Major: Marketing Minor: Sociology

High School Diploma, American School of Kuwait (ASK) June 2009

**INTERESTS AND ACTIVITIES**

Active member of the I.T. Club (2011 - 2013) – Received certificates of participation from **Microsoft**

Treasurer of the USA Cultural Club (2010 - 2012)

Participated in INJAZ Kuwait (Junior Achievement Worldwide) (2007 - 2009)

**COMPUTER** [**SKILLS**](#Skill Help)

Microsoft Office: Excel, Outlook, PowerPoint, Word

Publishing: Adobe InDesign, Microsoft Publisher

Graphic design: Adobe Illustrator, Adobe Photoshop

Audio editing: Adobe Audition, Sony ACID Pro

Video editing: Adobe Premiere Elements, Sony Vegas Pro, Windows Movie Maker

**LANGUAGES**

Fluent in English and Arabic