Bucheeri

Brand management, marcomms, &digital marketing ENTHUSIAST

WHy me?

Born& raised in DXB, with 5+ yearsMENA-based experience across sports& entertainment, tourism, retail, hospitality& tech sectors - capabilities include:

* Ability to boost brand market share/share of voicevia high impact digital strategies, using SEO, SEM, PPC, Social Media, & content/e-marketing tools.
* Proven social media/influencer marketing strategies, backed with cost-saving methods in activations, with target audience penetration/+ sentiment.
* Business growth planner,with focus on developing in-house tools/capabilities/teams, & PR efforts promoting public sentiment/loyalty towards brands.

Contact Details about ME

Nationality: Bahraini(no visa needed)

Email: bucheeri-396967@gulfjobseeker.com **Availability**: Immediate**Language**: Arabic(Native) &English(Expert)

EXPERIENCE

Sep 2019 – Dec 2019 Social Media & Marketing Manager

* Audit digital ad spend (all kinds of ads used) including all kinds of visitor data and behavior and the ROI behind this, and present learnings and next steps for clients as well as solutions for sharp drop points in engagement.
* Developed and led social media strategies on behalf of renowned clients on their own social platforms with well-defined social KPI’s reached and overdelivered on numerous instances by 50%.
* Ensure campaigns are innovative in line with current trends in the market.
* Oversaw all digital marketing and social media channels for events, and campaigns managed to sustain an engaging audience experience and to increase audience satisfaction rates as well as retention.
* Manage team members and other content creators, by overseeing their work and offering guidance or direction.

July 2019 – Aug 2019Social Media & Content Producer at ThinkSmart

* Perform corrections and copywriting edits as needed on all content to be published on social platforms.
* Create engaging & highly sharable social content in alignment with brand identity, marketing calendar, social media strategy & target audiences.
* Monitor SEO and web traffic metrics as well as communicate with followers, respond to queries in a timely manner and monitor customer reviews.

Jan 2018 – Jan 2019 Sports Marketing Specialist at adidas

* Slashed brand contractualcostsby negotiation fees and royalties, while ensuring and enhancement of services.
* Activated brand contractual rights, by assigning assets at high-footfall events with social posting plans in place.
* Improved budget management, by introducing a unified method for expense logging reducing over-spending by 30%.
* Designede-marketing layoutsintegrating pop-ups in promotional & relational emails to databases of 200K shoppers.
* Rolled out product campaignsin sync with global affiliates and in alignment with local SM plans created for assets.

Aug 2017 – Jan 2018Brand Activation Specialistat adidas

* Spearheadedand oversaw all agency ops for FCWC 2017/2018 tournaments and grass-roots events (Tango League).
* Advisedagencies of appropriate local content, for marketing collateral in emails/social media plans/ATL/BTL ops.
* Revamped local intranet Digi-hub for managing events, allowing for streamlined alignment across all departments.
* Generateda consistently high share of voice (25%+), viaexperiential activations in-store backed with media plans.
* Pioneeredtechniques, for agency procurement, tendering, and RFP matters, saving 25% in cost/timein process.

Feb 2017–July 2017Business Development & Marketing Manager at District International

* Led business expansion via fiscal management for branches/affiliates &kick-starting start-up offices in markets.
* Recruited& trained colleagues in departments such as marketing, business development & administration.
* Upgradedwebsite landing page/experiential pop-ups to covert and retain visitors by 36% into returning clients.
* Structured an in-house team to provide digital marketing and event solutions for clients, cutting vendor costs by 40%.
* OptimizedROI for clients in event-based partnerships via engaging on-groundstunts & utilizing SM paid partnerships.
* Increased clientele retention via techniques focused on high measures of satisfaction& strong active relationships.

Aug 2016–Feb 2017Senior Account Executive at Hill and Knowlton Strategies

* ChampionedPR strategies & media relational efforts at trade exhibitions for clients like LG, Autodesk, Qualcomm.
* Preparedcrisis management plans, with focus on how to boostsentiment and public image during and post-crisis.
* Driveclient satisfaction & PR value in 'dead periods' via creative PRLs, and pro-active quarterly strategy plans.
* Integratedemail marketing techniques that help engage consumers, and covert into 'hungry for more' customers.
* Achieved45% quarterly growth in profitability for the agencyvia project partnerships &ad hoc paid services.

May 2014–Aug 2016Senior Client Servicing Executive at TRACCS

* Launched atwo-way online private method of comms between media outlets and clients moderated by the agency.
* CreatedPR/SM guidelines for clients on a quarterly basis, that helped embed efficient public engagement methods.
* Developed online PR campaigns for clients & agency, increasing positive public sentiment and follower-base by 50%.
* Introducedmarket foothold reports that showcase a client's market share/share of voice/current market conditions.
* Boostedpublic engagement with CSR initiatives from clients by 50%, leading onto increased PR value/sentiment.
* Restructuredclient PR departments to ensure prominent adoption of digital comm channels & SM engagement plans.

EDUCATION

Bournemouth University 2012 – 2013 Master of Arts (MA) in Public Relations

University of Chichester 2009 – 2012 Bachelor of Arts (BA) in Marketing

E-SKILLS &certifications OTHER SKILLS

KHDA, Google Analytics &AdWords Certification(AstroLabs Dubai – 2019)Welcome Management(England Regional Tourist Board - 2011)

* Trained in SEM, SEO, Social Media, Email Marketing. ▪Certified in customer service training for the Tourism Industry.
* Able to track conversion rates, and plan digital ROI.
* Landing page, A/B testing optimization, email drip campaigns.
* Programmatic growth and content marketing tactics.

Group Exercise Fitness Instructor *(*MEFITPRO - 2014*)*

▪Certified in giving exercise classes in various Dubai gyms.

▪ Qualified in providing First Aid & CPR.