

B U S I N E S S A D M I N I S T R A T I O N & D E V E L O P M E N T

**C O N T A C T S**



**RASHA**

Rasha.374538@2freemail.com

 Jeddah, Saudi Arabia

**E D U C A T I O N**



**UNIVERSITY OF BOLOGNA**

Master of Business Administration (MBA)

Graduation Project

* Developed full Business Plan for MiniConf Luxury Fashion Brand, including: e-commerce, marketing strategy, and web development

Specialization Courses

* Business Development Laboratory
* International Production and Logistics
* Brand Communication and Reputation Management
* Industrial Design and Branding

Work-Related Projects

* Cars-Boats-Bikes (Business Development Case)
* Jato Italian Textile Company (Management Consulting and Business Consultation)
* Brunello Cucinelli (Product Management/Consulting),
* Metabical, Diesel Brand, and Giuseppe Zanotti Shoes Brand (Business Analysis)
* Illy Café (Marketing Case)
* Cialis and Viagra (Marketing Analysis Case)
* Nike (Brand Communication Analysis Case)
* Tiffany (Brand Extension)

**DAR AL-HEKMA UNIVERSITY** Bachelor of Arts in Graphic Design

* Excellent with Second Honor
* GPA 4.37/5

Bologna, Italy Sep 2014-Sep 2016

Jeddah, KSA Feb 2010

**M E M B E R S H I P S**



**W O R K E X P E R I E N C E**



Talent Reunion

**MARSAM5 AGENCY**

Management Freelancer

* Prepared feasibility analysis and formulated agency’s business case and strategic plan
* Building strong relationships and handling all communication and coordination with clients
* Managing outsourced designs and materials
* Carrying out design, branding, and advertising projects that meet clients’ needs and expectations

**COBONE.COM**

Senior Production Executive

* Oversaw the production process for all company’s deals on the website
* Contributed to developing marketing strategies
* Designed offers/deals and managed the visual layout of the website - Received Best Design Award in 2014 for increasing client’s sales significantly

Jeddah, KSA Oct 2016-Current

Jeddah, KSA Jan 2013-Aug 2014

**S K I L L S**



PERSONAL

Business Acumen

Management

Teamwork

Creativity

Communication & Interpersonal

Skills

LANGUAGES

Arabic

English

Italian

COMPUTER

Word

PowerPoint

Excel

Photoshop

Illustrator

InDesign

**COBONE.COM**

**Production Executive**

* Controlled the visual design of the website

**MEMAC OGILVY**

Creative

* Served as the lead point of contact for mega clients in the country such as King Abdullah Economic City, Goody, and Savola
* Participated in planning and organizing various campaigns such as the Saudi National Day for Bupa; Loyalty, Travel, and Alfursan Programs for NCB; and Promo for Alshifa Honey
* Conceptualized and implemented design solutions and ensured timely and successful delivery of solutions according to client needs and objectives

**TALA MAGAZINE**

Graphic Designer

* Managed the visual layout of the magazine (cover page, headlines, and all sections) and took decisions on all details, including: subject, color, font, and page number
* Handled internal communication and coordination with editors, circulation directors, and advertising managers in addition to external arrangements with print houses and photographers
* Contributed to choosing monthly issue topics

May-Dec 2012

Jeddah, KSA Jan 2011-Feb 2012

Jeddah, KSA Jan-Dec 2010

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| **C E R T I F I C A T E S & P A R T I C I P A T I O N S** |  |  |
|  Reem Al Faisal Fashion Show, The Italian Embassy Cultural Center, | 2016 |  |
| Jeddah |  |  |
|  Certificate in Managing Fashion and Luxury Companies (two | 2015 |  |
| months), Bocconi University, Milan | 2015 |  |
|  Entrepreneurship and Innovation in the Asian Countries by Poh Kam |  |



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| --- | --- | --- |
| Wong (Professor at National University of Singapore), Bocconi |  |  |
| University, Milan | 2015 |  |
|  Empowering Organization: A Case of Shared Leadership by Orpheus |  |
|  |  |
| Chamber Orchestra, Bocconi University, Milan |  |  |
|  Innovating in the Second Machine Age by Massimo Russo (Editor in | 2015 |  |
| Chief at Wired Italia), Bocconi University, Milan |  |
|  |  |
|  Basel World (Watches and Jewelry), Basel, Switzerland | 2015 |  |
|  Milan Fashion Week (Aigner Catwalk), Milan, Italy |  |
| 2015 |  |
|  Pitti Bimbo (Fashion Show), Florence, Italy |  |
| 2015 |  |
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