

Deena AlBugmi

MARKETING GRADUATE

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PROFESSIONAL OVERVIEW

A hardworking marketing graduate knowledgeable in sales and business with skills in marketing communication and research and the ability to work well under pressure. Seeking an entry level role at a leading company to utilize my skills while maintaining my productivity to achieve the highest outcomes.

EDUCATION

American University of Sharjah

BBA MARKETING (JUNE 2021)

- **Luxury Marketing:** Present a final project reflecting a thorough analysis of the identity prism of luxury brands and the anti laws of luxury marketing.
- **Marketing Research:** Complete a final project demonstrating primary and secondary research methods and findings.
- **Marketing Strategy:** Complete a final project designing a marketing campaign for Ayed & Barber Agency for a potential brand of athleisure wear.

EXTRACURRICULAR ACTIVITIES

- A member of the AUS Model Congress 2019 communications team
- Organizer at the university's Saudi Culture Club

WORK EXPERIENCE

Schlumberger - Khobar, SA

D&M SALES INTERN

(FEBRUARY 2021- MAY 2021)

- Complete Schlumberger's New Employee Safety Training and Injury Prevention Program
- Assist department in day-to-day tasks
- Develop a strong understanding of company's portfolio and the latest technologies used for well drilling and measurements
- Update department's marketing material
- Work on company's sales system and strategies

Siemens- Khobar, SA

SALES COORDINATOR INTERN

(JULY 2019- AUGUST 2019)

- Learn about the various strategies used for sales
- Learn about the technology innovations used for fire fighting systems and AC system installation
- Prepare a list of prospect clients for the company
- Assist in meeting customer needs by applying the company's sales strategy

SKILLS

- Excellent knowledge of Microsoft Office
- Native Arabic and Fluent English
- Market Research (Primary and Secondary)
- Strong Interpersonal Skills
- Excellent Verbal and Written Communication
- Organization Skills