

IA

Israa Alhaj

Professional Summary

- Experienced in marketing online/offline & Customer relation Management with more than 6 years of experience in Retails. Excellent reputation for resolving problems and improving customer satisfaction.

- Strict CRM & Loyalty supervisor for 3 years with team supervisory experience. Skilled in communication with the ability to streamline daily activities for maximized productivity and sales. Detail-oriented and dedicated to cultivating efficient environments for top service.

- I'm fluent in key social media platforms. My exceptional communication skills allow me to craft effective social media content and captions that increase engagement and drive traffic on SM Channels.

I am aware of marketing and promotion tactics and developing & conducting Email marketing campaigns that will effectively drive brand awareness.

I'm so familiar with the programs of scheduling content like Hootsuite and Facebook Manager.

Work History

Zohoor Alreef & Durance - CRM & Influencers Manager

Khobar

04/2020 - Current

- I organized daily workflow and assessed appropriate staffing to provide optimal service.
- Handled complaints, provided appropriate solutions and alternatives within proper timeframes, and followed up to achieve resolution.
- Supervised daily operations and sales functions to maximize revenue, customer satisfaction, and employee productivity.
- I liaised between customers and organizations with a particular focus on working with sales and marketing departments.
- I Led process improvement and problem-solving efforts to create standard procedures and escalation policies for the customer support team.
- Performed duties and provided service per established operating procedures and company policies.
- Experienced with (Ticketing system) & customers relationship

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📍 Khobar, Eastren 32232

Skills

- Team Building & management
- Customers Service & CRM System
- High communication skills
- Email marketing
- Microsoft Office Suite
- Projects management skills
- Generation and analysis reports
- Hootsuite and social-media scheduling programs
- ERP (Dynamic AX)
- Documentation
- Problem-solving skills
- Attention to details
- Strategic thinking
- Relationship-building Skills
- Adapts to change
- Patient

Education

Public Relations Basis

Alison

Certificate

- Media Relations
- Corporate Social Responsibility (CSR).
- Internal Communications
- Marketing communications

PMI

PMP Preparation Course

management (CRM) system.

- I developed and implemented standards for staff to provide consistent service to customers.
- Negotiate influencer contracts for all influencer collaborations, including annual partnerships.
- We are working together with the legal team and negotiating terms with external agencies.
- Develop original campaign concepts for the marketing of Zohoor's influencers on the social media channels.
- I coordinate influencer content for multiple social channels at critical events, including live content (for example, Instagram Stories).
- Working aligned with the digital marketing strategies to meet company goals.

Zohoor Alreef & Durance - Customers Relationship and Loyalty Supervisor

Eastern -Khobar

01/2018 - 04/2020

- I have conducted trials and marketing channels such as paid acquisition, social media, and fresh content creation.
- I supervised all marketing and planning activities to exceed target sales and margin goals.
- I had prepared and executed marketing surveys.
- Drove marketing efforts by orchestrating Email Marketing and SMS marketing and advertising campaigns.
- I considered business demands and customer preferences by developing pricing structures and marketing plans.
- I consulted with merchandize and new production departments to manage marketing initiatives promoting the latest products.
- Evaluated consumer preferences and behaviors, combined with market trends and historical data, to adjust and enhance campaigns.
- Processed and managed all types of inquiries related to website sales, stores, and loyalty programs.
- Managed customer surveys to measure the customer's satisfaction to understand customer needs and improve business patterns.

Zohoor Alreef & Durance - Junior Marketing Assistant

Khobar

06/2016 - 12/2017

- I worked closely with all product development departments to create and maintain marketing materials to increase sales.
- I have created unique and engaging content for a range of advertising SMS and social media platforms, including Twitter, Facebook, and Instagram.
- I helped incorporate product changes into marketing messages to drive customer engagement and firm profits.
- I focused on the latest updates of marketing concepts and techniques by tracking the new global visions and concentrate on our Local brand competitors.
- I had developed the customers' database, uploading information, and

- Preparation course for project management professional (PMP)

01/2021

ASTROLABS ACADEMY

Online

Digital Marketing Specialist

- Social media Marketing campaigns
- Digital Marketing
- Google Analytics
- Google Ads
- SEO
- Email Marketing

2021

Google ADWords

Online Certificate

- Drive Consistent, Round-The-Clock Traffic To Website or Landing Page
- Use Conversion tracking to Determine the Value of Ad Campaigns.
- Create, Develop and Optimize the Profitable Google AdWords Campaigns.
- Retargeted website visitors to get them coming back To the site.
- Advertise products and services online effectively.
- Boost traffic and Increase the Website Sales.

2021

Google Analytics

Online Certificate

11/2019

ASIA Metropolitan University (AMU)

Malaysia

MBA

2008

SUST University

B.Sc. of Electrical Engineering : Control

Certifications

- **Mach 2017 -Communication Skills**
Training Course at Zohoor Alreef CO

defining related lists.

- I shared on planning and executed internal, external events and the opening events of new stores'.
- I signed with different SMS Providers, video production, and materials and dealt with them to complete marketing objectives.
- I have executed massive Email Marketing campaigns and social media content and analyzed all campaigns' results.

Sudanese Thermal Power Generating Co - Electrical Maintenance Control Instrumentation

Khartoum, Sudan

01/2009 - 12/2009

- I carried out day-to-day duties accurately and efficiently.
- I resolved problems, improved operations, and provided exceptional service.
- I participated in continuous improvement by generating suggestions, engaging in problem-solving activities to support teamwork.

- **APR 2017 -Stress Management** Training Course at Zohoor Alreef CO.
- **FEB 2014 -The development of Management and Leadership** at ASHARQIA CHAMPER.
- **AUG 2013 -English Courses** at **BERLITZ** Institute of languages, with an excellent grade.