






RANA S BAKADAM

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N/A 

OBJECTIVE

To secure a position in a well-established organization that can allow me to further develop and grow my career, interest and knowledge.



EDUCATION

Degree Title | Effat university

2008 – 2011

Volunteer |

2008 – 2011

- The first welfare society in January 2010
- Volunteer at Self-development center in April 2009
- The 5th International Conference on Psychiatry in April 2009
- Injaz forum in May 2011



EXPERIENCE

Marketing specialist | Tact Company

NOV 2020 – TILL NOW

- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events
- Collaborate with other internal teams (e.g. product and sales) to develop and monitor strategic marketing initiatives
- Analyze and report on the performance and efficiency of campaigns
- Conduct market research and analyze trends to identify new marketing opportunities
- Develop and create marketing materials, such as sales and product collateral, and ensure brand guidelines are met
- Write, proofread, and edit creative and technical content across different mediums
- Work with external agencies and vendors to execute marketing programs
- Create marketing plan and social media plans

Sales excutive | Kanoo travel / American express

JUNE 2019 – DEC 2019

- Market daily visits to companies
- Conduct meetings to understand business

- Prepare proposals
- Follow up phone calls and emails
- Attend products training / sales training

Sales rep | Loreal

DEC 2018 – JUNE 2019

PPD salons

- Opening new salons
- Account management
- Sales report

Account manager | Talbat.com

JAN 2018 – APRIL 2018

- Conduct business reviews with accounts, identify business opportunities, and business relationships, which result in the achievement of increased revenue, profitability and market share.
- Maintaining continuous business relationship with clients/ restaurants.
- Providing excellent service and support in order to build strong relationship and resolving operational issues between clients/ restaurant and company.
- Making sure that the menus of the clients are up to date at all times.
- Optimizing the restaurant content (MOA, Delivery time).
- Commission rate renegotiation: - Building new commercial relationships by renewing the existing contacts by renegotiating the offer.
- Advertisement Sales: -Acquiring & maintaining pictures from brand menus, branding Talabat stickers at restaurants, Banners & Newsletter.
- Generating food coupons, promotions & Vouchers from existing restaurants.
- Convince Clients / restaurants for Brand Promotion of Talabat pictures.
- Transmission Method Optimization: -Convincing client / restaurant to Implement track order feature and changing the transmission method to WLA.
- Convince the restaurant to go for Digitalization (Backlinks, Splash pages, White-label, Facebook button)
- Encourage restaurant to subscribe for the online payment gateway.
- Coordinate with the restaurant, if restaurant is live or active on the Talabat website, checking and resolve the reason viz-shutdown, stopped delivery.

- Maintain accurate records of all sales and prospecting activities including
- Closed Sales
- Follow-up Activities
- Sales Expense Report
- Increased sales report after placing promotion, voucher & Coupons.
- Restaurant Analysis Sheet
- Account Management Report.

Account executive | Booking.com

JULY 2016 – JULY 2017

- Verify that the website has accurate information on properties and pictures of newly registered accommodations;
- Delivering training by phone to new and or existing properties on how to use Booking.com's extranet and rates & availability system;
- Providing properties with information and advice mainly by phone, including follow-ups;
- Looking after IT/administrative related tasks;
- In consultation with the Account Managers, provide information support to Booking.com BV for new and existing accommodations;
- Conduct daily/weekly rate and availability checks on various platforms;
- Assist in the preparation of market visits, operational planning and projects;

Administrative assistant | Nestle

JUNE 2014 – SEPTEMBER 2015

- Furnish all CMS Documentation with all related procedures (Issue PO, invoices and support claims/payment requests approval)
- Arrange hotel bookings, flights and transport requirements of staff and visitors
- Organize and coordinate meetings and events and prepare related materials
- Coordinate for timely submission of T&E (approved by GOM) for IN team, including coordination with NBS.
- Assists IN Team KSA in managing events related to healthcare professionals like Lecture tours etc.
- Attend to all GOM admin work. (T&E, travel, tickets, hotels etc.)

Operation executive | Falcon express

SEPTEMBER 2013 – MAY 2014

- Handling eastern and western region's accounts
- Corresponding emails
- Billing, line payment and Cheque requests
- Preparing monthly report

Administrative assistant | RLP international

JANUARY 2013 – AUGUST 2013

- Assistant to the GM
- Type correspondence, reports and other documents
- Maintain office files, magazines, type documents
- Open and distribute the mail, answering a more general phone line, mail delivery, copying, collating, and other tasks
- Training on dolphin

Marketing-coop trainee | PepsiCo

JULY 2011 – OCTOBER 2011

- Contact and follow up with bottlers in GCC region
- Perform marketing activities to a project, sales volume, and market /fountain share
- Prepare and organize for a project.
- Attend training meetings to develop relevant knowledge and skills



SKILLS

- Operation SAP / EAS / CRM/ Sales force
- Creativity
- Microsoft excels
- Presentation skills
- Sales and negotiation



ACTIVITIES

- Passion in marketing, Sales, leadership skills , volunteer , tech background , Idea Trophy Winner - Top Five Finalist - Unilever - 2011