

**Hend Ahmed Bahlool** – Qualified in Professional Marketing  
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## **Accomplished Marketing Professional**

Thought Leadership • Business Growth Vision • Corporate Strategy Development

**Brand Development Manager** of 15+ years of expertise. Actively drives marketing channels and improvises digital marketing procedure with a hands-on approach in strategic branding, team building and business growth. Track record that demonstrates self-motivation, creativity and initiative to achieve both corporate and personal goals. Forward thinking, team oriented and strategic advisor for the top management.

### **PROFILE SUMMARY**

- Proficient in implementing innovative marketing communications plans, social media strategies to support major campaign initiatives and product branding.
- Business solutions architect and operations management executive with a record of strategizing and executing marketing budget planning, networking, product positioning and branding.
- Skilful in initiating numerous branding campaign, trade shows to augment business product growth.
- Company facilitator with great proficiency in promoting business products through exhibitions, campaigns and other related platforms.
- Adept in energizing advanced marketing communications solutions to maintain the brand scope.
- Robust aptitude to deploy social marketing framework and digital practices (Social Media and Google AdWords).
- Logical and critical problem-solving skills in resolving wide range of issues related to digital media and branding.
- Invigilate company's promotional activities, marketing communications and official website development.
- Deliver tactical support in advertisement budgeting and market trend forecasting in a highly effective manner.
- Dexterity to enhance company brand value by creating and implementing various product marketing programs.
- Expert in developing marketing strategies to attract potential customers and maintain associations with them.

### **KEY ACHIEVEMENTS AND CONTRIBUTIONS**

- Effectively contributed in Bahrain City Centre's first Annual General Meeting in 2010.
- **Employee of the Month** Bahrain City Centre, Mar 2009.
- Publicised campaign at The Asia Shopping Centres Awards 2009 (Gold Award).
- Successfully launched the grand opening of Bahrain City Centre in Bahrain, Sep 2008.
- DHL - Employee of the Month on Feb 2006.
- Lead fruitful project for **Tourist Shuttle Bus** and **Centre and City Walkers Club** at Bahrain City Centre.
- Participated in the Yokogawa Global Marcom meeting held at the HQ, Tokyo, Japan.
- Recognised by Gulf Downstream Association with a certificate of appreciation.

### **CORE COMPETENCIES**

Strategic Digital Marketing • Brand Building • Premeditated Promotion Planning • Social Media Marketing • Employee Engagement • Market Research and Analysis • Project Management • Cross Functional Coordination • Operations Management • Team Leadership

### **EMPLOYMENT HISTORY**

**Sr. Marketing Specialist | Yokogawa Middle East and Africa | March 2016 – Present**

- Spearhead digital marketing channels including Yokogawa's Google AdWords account execution and growth.
- Travel overseas to implement tradeshow and exhibition across UAE, Bahrain, and Egypt. Prepare Marketing management report for every tradeshow.
- Responsible for managing company's social media account and website maintaining affirmative active appearance.
- Supervise creative teams and external agencies in design, copywriting, production and distribution of all print.
- Represent company in trade shows and facilitate press releases for advertisements during brand promotion.
- Lead the designing and development of Yokogawa website and Marketing portal as per company guidelines.
- Actively participate in product promotional meetings in close collaboration with agency on digital marketing.
- Design and cultivate corporate brochure, product information pack, product flyers, and more.
- Serve as a member in the Global Marketing Team at Yokogawa Electric Corporation, Japan.

### **Marketing Specialist | Yokogawa Middle East and Africa | March 2011- Feb 2016**

- Liaised with vendors and suppliers to produce corporate gifts and accordingly dispense in the respective area.
- Participated in corporate communication budget planning and monitored marketing expense.
- Evaluated customer opinions/feedbacks through interviews and surveys in a professional manner.
- Oversaw daily operations of Marketing Communications department with event calendar planning for the region.
- Administered Sales and Marketing team during campaigns, product launches, and other promotional activities.
- Involved in day-to-day marketing activities such LPO, product promotional campaigns and much more.

### **Marketing Officer | Majid Al Futtaim Properties, Bahrain City Centre | Aug 2008 – Mar 2011**

- Provided unified support in planning annual marketing budget and traced marketing-related expenses.
- Collaborated with PR and Ad agencies to produce Bahrain City Centre Newsletter every alternate month.
- Undertook marketing strategies for branding such as product mix, advertising campaigns.
- Monitored BCC brand compliance comprehensively in coordination with Media and Promotions Manager.
- Performed market research to analyse market trend, competition, competitors and related information.
- Executed various initiatives as laid down during Business Development Committee meetings.
- Supervised directories (printed and static) and company website updating activities whenever required.
- Educated retailers regarding mall's directive course of action and newest marketing activities.
- Facilitated campaigns comprising events and activities, artwork, media placement, production and installation.
- Scrutinised and supported customer service coordinators concerning visitors of centre.
- Established and maintained strong associations with diverse international retailers including Saks Fifth Avenue, Burberry, CH by Carolina Herrera, and more.

### **Save a Card Department (Customer Service) | American Express | Aug 2007- Jul 2008**

- Monitored customer's payment status and thereafter cancelled services for customers with un-settled dues.
- Address queries or complaints related to credit card and informed Risk management department for elucidations.
- Engaged in educating customer regarding card renewals, service update and other benefits/services.
- Suggested fee waivers or offer points in case of un-resolved issues to ease unsatisfied customers.

### **Junior Account Assistant | DHL | Oct 2004 - Jul 2007**

- Performed shipment tracking, addressed concerns and accordingly shared weekly reports of accounts in Bahrain.
- Monitored periodic issues from traces of shipment and drafted figures to plan curative resolution consequently.
- Maintained compliance to company's network trace policies and tracked undelivered and delayed shipments.
- Facilitated client's queries within agreed timelines with focus to build continuous client satisfaction and awareness.

### **ACADEMIC INFORMATION**

- **Level 6 Certificate in Diploma in Professional Marketing Qualification** from Chartered Institute of Marketing (CIM) in 2018.
- **Master of Business Administration** from New York Institute of Technology in 2009.
- **B.Sc. in Marketing** from New York Institute of Technology in 2007.

### **Professional Enhancements (Bahrain Institute of Bahrain and Finance):**

- ✓ Business Report Writing.
- ✓ Managing Marketing Activities.
- ✓ International Diploma in Business English.

### **AFFILIATIONS**

- Supervised trade show ADIPEC (Abu Dhabi International Petroleum Exhibition and Conference), Abu Dhabi | 2012, 2014, 2017, 2018 and 2019.
- Managed event Petrotech, Bahrain | 2012, 2013, 2015, and 2016.
- Administered MEPEC | 2017 and 2019.

### **PERSONAL INFORMATION**

Date of Birth: 19<sup>th</sup> Sep, 1983  
Languages Known: Arabic and English  
Nationality: Bahraini