

Contact

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www.linkedin.com/in/sara-a-a89801b6 (LinkedIn)

vimeo.com/saraalaalam (Portfolio)
princessBahrain (Other)

Top Skills

Presentation Skills

Cross-functional Team Leadership

Volunteer Management

Languages

English (Native or Bilingual)

Arabic (Native or Bilingual)

Urdu (Professional Working)

Certifications

WPP Code of Conduct: How We Behave course from the LRN Legal Compliance and Ethics Center

Preventing Global Tax Evasion course from the LRN Legal Compliance and Ethics Center

WPP Privacy and Data Security Awareness course from the LRN Legal Compliance and Ethics Center

WPP's Anti-Bribery and Corruption Training Course from the LRN Legal Compliance and Ethics Center

Honors-Awards

Scholarship of Excellence

Student of the Year

Sara Alaalam

Account Manager & Digital Content Creator
Southern Area, Bahrain

Summary

In just a few words, Sara is a very active knowledge and experience pursuer. Her experience is within the fields of mass media/communications, advertising and account management, public relations as well as cross-cultural relations.

Experience

FROM6

Account Manager & Digital Content Creator
September 2019 - Present (9 months)
Capital Area, Bahrain

360-degree account management.

Projects;

- ila Bank Client: Bank ABC
- National Bank of Bahrain NBB retail and brand
- Diwan co-working spaces Client: CWK W.L.L Trading
- American University of Bahrain
- Canadian School Bahrain Client: Kooheji

Niche' Adventures BH

Founder/Managing Director
July 2019 - Present (11 months)
Amwaj Islands, Bahrain

Get lost in a unique Adventure to find Yourself! #

امغامرات فريدة ومميزة للبحث عن ذاتك

British Council

Member

January 2008 - Present (12 years 5 months)
Bahrain

Delegate of Bahrain

Member of the Global ChangeMakers project

Ogilvy

Public Relations Account Executive

September 2018 - March 2019 (7 months)

Manama, Bahrain

Projects;

- STC BH (previously known as Viva BH)
- American Express Middle East AMEX
- Huawei Bahrain

"IF EACH OF US HIRES PEOPLE WHO ARE SMALLER THAN WE ARE, WE SHALL BECOME A COMPANY OF DWARFS. BUT IF EACH OF US HIRES PEOPLE WHO ARE BIGGER THAN WE ARE, WE SHALL BECOME A COMPANY OF GIANTS." – David Ogilvy =)

DaDeDo

Business Development Executive (Part-time)

March 2018 - May 2018 (3 months)

Capital Area, Bahrain

The primary role of the Business Development Executive is to prospect for new clients by

networking, cold calling, advertising or other means of generating interest from potential

clients. They must then plan persuasive approaches and pitches that will convince potential

clients to do business with the company. They must develop a rapport with new clients, and set

targets for sales and provide support that will continually improve the relationship. They are

also required to grow and retain existing accounts by presenting new solutions and services to

clients. Business Development Executives work with mid and senior level management, project

management, and creative staff. He/she may manage the activities of others responsible for

developing business for the company. Strategic planning is a key part of this job description

since it is the business manager's responsibility to develop the pipeline of new business coming

into the company. This requires a thorough knowledge of the market, the solutions/services

the company can provide, and of the company's competitors.

Olaiwat

Business Development Executive (Part-time)

March 2018 - May 2018 (3 months)

Bahrain

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in to the company. This requires a thorough knowledge of the market, the solutions/services

the company can provide, and of the company's competitors.

Pico MENA

Project Executive

October 2017 - December 2017 (3 months)

Bahrain

Conceptualise, develop and create exhibitions and event solutions for clients through obtaining

proper project briefs, understanding client requirements and working together with colleagues

Ministry of Information Affairs

Radio Trainee

October 2016 - November 2016 (2 months)

- Creating radio show content.
- Hosting a live show.

Cityneon Middle East W.L.L

Project Executive

June 2016 - September 2016 (4 months)

Bahrain

Key duties/responsibilities for Project Executive

1. Work closely with clients, owners, architects and subcontractors to develop lasting relationships over time
2. Recruit qualified talent; mentor, coach and train them to perform and ensure effective matching of talent to project scope.
3. Be engaged in, and often times, lead client and project pursuit efforts.
4. Provide oversight in managing all necessary resources throughout the entire project from start-up through closeout and ensure that the Owner's expectations, budgetary and profitability objectives are exceeded.
5. Participate extensively in the business development process by acquiring and defining projects.
6. Prepares budgets that will achieve profitability objectives while taking into account project-specific challenges.
7. Provide leadership and business judgment on all financial and profitability aspects of projects within position scope.
8. Set appropriate milestones and assign staff qualified to handle the scope and complexity of the project.
9. Ensure that the day-to-day operations of projects are transitioned effectively to Project Managers and Superintendents from Pre-construction when work commences in the field.
10. Participate in, and at times, lead the estimating/budgeting process for competitive proposals.

UNDP

Project Support Consultant

May 2015 - May 2016 (1 year 1 month)

1. Provides administrative support to management of the Country Office Projects.
- Assisting in preparing and reviewing travel documents including: clearance of travel requests from assistants or workshop participants, clearing budget

availability, processing travel forms, payment processes and other related tasks ensuring compliance with UNDP Regulations and Rules and policies;

- Assisting in preparing and reviewing procurement support documents for contractors and services including: first clearance of job descriptions and request for proposals, longlisting of candidates, minutes of interview meetings, analysis of vendor payments, report drafting, requests for contracts, processing payments and evaluations ensuring compliance with UNDP Regulations and Rules and policies;
- Assisting in the co-organization of project events as needed (workshops, meetings, and other): booking rooms, calendars, organizing conference calls, drafting meeting notes, supporting delivery of invitations, budget authorizations, catering, etc.

2. Provides effective support to management of the Country Office projects.

- Presentation of thoroughly researched information for formulation of country projects, preparation of project documents' drafts, work plans, budgets, proposals on implementation arrangements.
- Follow up on performance indicators/success criteria, targets and milestones, preparation of reports
- Analysis of the situation in projects, identification of operational and financial problems, development of solutions.
- Maintaining electronic recordings, updating contact databases, filing documents, and updating financial monitoring tools

3. Ensures organizing of training for knowledge sharing

- Trainings for the operations/ projects staff on all issues related to projects planning, monitoring and evaluation and the use of tools for managing and reporting
- Trainings for government counterparts on planning, monitoring and evaluation, and other issues related to project management

Chevrolet

Event organizer/ MC

June 2014 - July 2014 (2 months)

Dubai, Sharjah, Abu Dhabi

- ORGANIZE CAMPAIGN MATERIALS (FLYERS, KIOSK)
- ENCOURAGE POTENTIAL BUYERS TO APPROACH THE PRODUCT
- CREATE A BUYING MOTIVATION FOR CONSUMERS
- CREATE CONTESTS AND GIVE AWAY PRIZES
- HELP INFORM CONSUMERS ABOUT UPCOMING CAR MODELS

Middle East Broadcasting Center

Assistant Producer

2013 - 2014 (1 year)

Dubai Media City

- RESEARCH EDUCATIONAL MATERIAL ONLINE.
- CREATE A SCRIPT FOR EACH EPISODE.
- CREATE CONTESTS AND THEMES FOR THE SHOW.
- EDIT VIDEO AND AUDIO MATERIALS ON FINAL CUT PRO.
- TRANSLATE ENGLISH ARTICLES TO ARABIC FOR THE SHOW.

Unilever

Promotions Coordinator

March 2013 - April 2013 (2 months)

Bahrain

- ORGANIZE THE CAMPAIGN FOR PRE RAMADAN PROMOTIONS
- CREATE A SALES TARGET
- CREATE DAILY REPORTS ON SALES
- PUSH THE PRODUCTS FOR CONSUMERS
- MAKE SAMPLES FOR POTENTIAL BUYERS

Unilever

Promotions Coordinator

March 2012 - April 2012 (2 months)

Dubai

- ORGANIZE THE CAMPAIGN FOR LIPTON CHAI LATTE (NEW PRODUCT)
- CREATE A SALES TARGET/ FOLLOW UP WITH PROMOTERS
- CREATE DAILY REPORTS ON SALES
- PUSH THE PRODUCTS FOR CONSUMERS
- MAKE SAMPLES FOR POTENTIAL BUYERS

Dell

Promotion Supervision

May 2010 - July 2010 (3 months)

Dubai

- ORGANIZE CAMPAIGN MATERIALS (FLYERS, KIOSK)
- ENCOURAGE POTENTIAL BUYERS TO APPROACH THE PRODUCT
- CREATE A BUYING MOTIVATION FOR CONSUMERS
- RAISE AWARENESS ABOUT THE PROMOTIONS

- REACH TO SALES TARGETS

iEARN-USA - International Education and Resource Network

Member

2007 - 2009 (2 years)

Bahrain

Delegate of Bahrain

Education

American University in Dubai

Bachelor's Degree, Communication and Information Studies · (2009 - 2014)

HTMi Hotel and Tourism Management Institute Switzerland, BIHR

Bahrain

Bachelors in International Hospitality management, Hospitality Administration/
Management · (2015 - 2016)

Isa Town Commercial secondary girls school

High School, Business/Commerce, General · (2006 - 2009)