

# ZAHRA A. MAJED ASSIRI



PROFESSIONAL TITLE

## CONTACT

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Manama, Bahrain  
Bahraini

## COVER LETTER

### To Whom May It Concern

This letter is to introduce myself and to let you know of my interest in becoming a part of your company. The opportunity presented in this listing is very appealing, and I believe that my experience and education will make me a competitive candidate for this role.

Although my working experience is primarily in Marketing department, in this capacity I have interfaced frequently with customers, in addition to vendors and staff. This has instilled multi-dimensional communication skills, leadership skills and an ability to recognize, act upon, and fulfill customer wishes and needs to ensure their continued, and positive, relationship with the business.

In fact, in my most job, I received an 'Excellence in Customer Service' recognition due to my ability to coordinate complex logistics in order to keep customers happy even when issues arose that were beyond the control of the organization. Again, this involved not only managing operations but also communicating directly with customers. As a result, I believe my combined ability to successfully manage operations while also effectively interfacing with customers makes me a prime candidate for this role.

I consider myself to be a dedicated and dependable individual who possesses excellent verbal and written communication skills. I feel that a relationship with your company would be mutually beneficial, as my educational background, experience, and qualifications would make me a perfect fit for the job and would also allow me to refine my skills in a new working environment. The enclosed resume will furnish you with information concerning my overall employment background, training, education, and skills. My work abilities are backed up with experiences and knowledge.

I look forward to hearing from you soon and hopefully to schedule an interview in which I hope to learn more about your company. It is goals and plans and how I may be able to contribute to its continued success and growth. Thank you for your time.

Yours Sincerely,

ZAHRA A. MAJED ASSIRI.

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## EDUCATION

### BACHELOR'S IN ENGLISH LITERATURE

UNIVERSITY OF BAHRAIN  
2003 -2009

### MARKETING COMMUNICATION

BIBF  
2009

### HIGH SCHOOL DIPLOMA

HOORA COMMERCIAL SECONDARY  
SCHOOL  
1999 - 2002

## FREELANCE

### FREELANCE COPYWRITER

2014 - Present

- Translation, editing, proof reading and content writing in Arabic and English

## PROFILE

A highly ambitious individual, with bachelor's in English literature and 8+ years' experience in the Industry. As a positive, enthusiastic, and energetic individual, with excellent communication skills – both written and verbal, I strongly believe that I would be an asset to your team. Seeking a competitive and challenging environment where my talents, skills and knowledge can aid in the growth and expansion of the organization as well as the establishment and maintenance of a gratifying and fruitful career.

## WORK EXPERIENCE

### ADMISSION & MARKETING MANAGER

AMA INTERNATIONAL SCHOOL | Feb 2020 – April 2020

- Create an admission policy for AMA school
- Create registration procedure
- Handle all marketing aspects
- Elevate the school to a premium school

### COMMERCIAL COORDINATOR

IFONAS | Nov 2016 – Nov 2017

- Assist the Commercial manager in day to day tasks.
- Coordinate between the sales team in terms of their sales needs.
- Arrange meetings for account managers.
- Being involved in all marketing activities and decisions.
- Prepare reports for the commercial manager

### BUSINESS DEVELOPMENT MANAGER

BRAINSELL AGENCY | Jan 2015 – April 2016

- Developing growth strategies and plans.
- Managing and retaining relationships with existing clients.
- Increasing client base.
- Having an in-depth knowledge of business products and value proposition.
- Writing business proposals.
- Identifying and mapping business strengths and customer needs.
- Researching business opportunities and viable income streams.
- Following industry trends locally and internationally.
- Drafting and reviewing contracts.
- Reporting on successes and areas needing improvements.

## SKILLS

### PERSONAL SKILLS

- ❖ Communication skills
- ❖ Management skills
- ❖ Leadership skills
- ❖ Proven ability to negotiate
- ❖ Conflict resolution
- ❖ The ability to self-motivate and motivate a team
- ❖ Keen to learn
- ❖ Positive attitude
- ❖ Fast Learner
- ❖ Confidentiality

### TECHNICAL SKILLS

- ❖ Microsoft office (Word, Excel & PowerPoint)
- ❖ Microsoft Windows platform forms - Advanced

## LANGUAGES

- ❖ Arabic
- ❖ English

## WORK EXPERIENCE

### CLIENT SERVICING MANAGER

SEVEN BRANDS AGENCY, ZAIN BAHRAIN | Aug 2012 – Aug 2013

- Client service Manager for Zain Telecom.
- Organizing with Newspapers and magazines to send them monthly thoughts and pieces on behalf of Seven brands.
- Maintain senior level client contacts on daily basis.
- Work proactively to provide client marketing needs with the greatest amount of added value by communication.
- Receive client briefings and analyze the input of client together with background knowledge, research, field feedback etc. to produce creative brief for the Creative & Media team.
- Help close new business, attending client presentations and documenting client scope, thus making sure that the sales process has progressed effectively.
- Coordinating with Zain's social media department for online campaigns by providing artwork and attractive captions.
- Cooperate with customer inquiries, agency inquiries and internally control the market to provide competent solution.
- Provide creative, production, media, public relations and interactive department personnel with well-documented input, support data and production materials.
- Responsible for staying informed on activities that are being performed on the client's accounts and being the final sign off on all important documentation/deliverables before they go to a client. This includes project plan, mockups, storyboards, deliverables, etc.
- Coordinate and authorize quotations for client approval.

### MARKETING CAMPAIGN COORDINATOR & TEAM LEADER – CALL CENTER

SILAH GULF, VIVA BAHRAIN | April 2011 – Sept 2012

- Liaising with the main headquarters regarding any new campaigns and communicating it back to the call center.
- Training agents and conducting tests about new products.
- Being a team leader where I had to manage the floor and had my own team also to manage.

### MARKETING & CORPORATE COMMUNICATIONS OFFICER\ CORPORATE ACCOUNT MANAGER

KALAAM TELECOM | Jan 2006 – Jan 2010

- Held many positions started as a receptionist and grew to Sales & marketing assistant which then led to be a Corporate account manager.
- In the meantime, I was multitasking by being in the Marketing department too, assisting the Sales and Marketing director in all marketing activities whether it was dealing with agencies, events, branding, conducting research and developing products.

## REFERENCES

REFERENCES AVAILABLE UPON REQUEST.