



• Contact

 Al Muharraq, Kingdom
Of Bahrain

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• Skills

Key decision making



Team leadership



Digital marketing



Project management



Strategic planning



Event planning



Communications
management



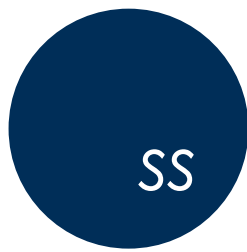
Budgeting



Operations management



Market understanding



Safiya S. Ali

Marketing Communications

High-achieving Marketing Director offering 16 years of progressive experience in EMENA global market. Strategic decision maker and operational problem solver. Exceptional ability to develop successful programs that drive company growth. Creative with expertise across multiple facets of marketing channels including campaigns, public relations, social media and event planning. Successfully managed united teams to achieve aggressive goals and produce results.

• Work History

2017-04 -
Current

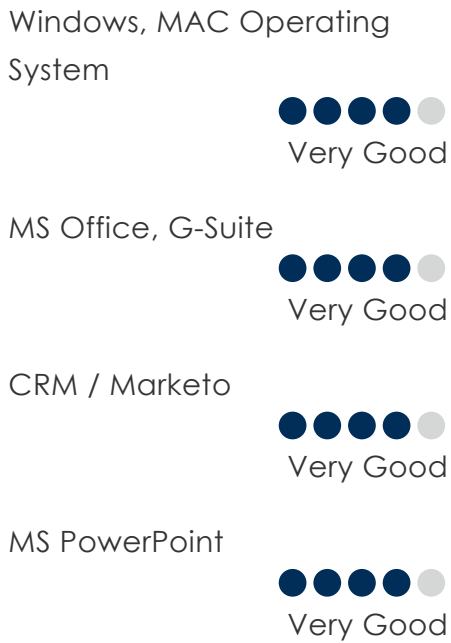
Assistant Marketing Director

Design Lounge Studio Consultancy, Manama ,
Kingdom of Bahrain & UAE

- Organized and executed robust, creative experiential marketing events.
- Cultivated and upheld strong professional relationships with vendors, negotiated contracts and monitored performance.
- Initiated weekly sessions with sales team leaders to brainstorm new ideas and promotional strategies.
- Devised leading-edge digital marketing, social media and SEO strategies.
- Coordinated with creative team to generate dynamic marketing content and communication tools for promotional campaigns.
- Partnered with Regional Sales Directors and Account Managers on communications directive for sales teams.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Gathered business requirements at all levels to set effective policies and make strategic decisions.
- Increased credibility and client awareness by



• Software



• Languages



developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.

- Collaborated with designers and editorial team on marketing materials.
- Communicated with media quarterly to build relationships and optimize press coverage.
- Built professional relationships with distributors, customers and media staff by attending trade shows.
- Raised brand awareness through consistent marketing efforts and product campaign launches.
- Defined and achieved project and overall organizational vision, strategies and tactics, including handling PR campaign which raised company profits.
- Reduced digital marketing costs per visit by 44% through improved strategies.
- Researched and identified opportunities for account growth, account penetration and market expansion.
- Supervised team of 25 Sales & Marketing team in organization activities.
- Collaborated with sales and marketing departments to support business objectives and client acquisition.
- Kept meticulous client notes in CRM customer relationship management application.
- Partnered with business teams and IT personnel to align project goals with business strategy and define project milestones.

2014-05 -
2016-06

Marketing Manager

Design Lounge Studio Events & Exhibition, Hamala, Kingdom of Bahrain

2012-08 -
2014-04

Corporate Account Manager

Dubai Media Incorporate , Dubai, United Arab Emirates

2009-11 -

Marketing Executive

2011-11	Ahli United Bank, Manama , Kingdom of Bahrain
2008-02 - 2009-10	Marketing Coordinator Energy Central B.S.C, Manama, Kingdom of Bahrain
2005-06 - 2008-01	Business Development Executive American Chamber Commerce, Manama , Kingdom of Bahrain
2003-07 - 2004-12	Marketing Intern PWC, Newyork, United States of America

• Education

2001-09 - 2003-05	Master of Science: International Marketing Boston University - USA
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• Certifications

Diploma in Public Relation

Diploma in Business English

Diploma in MS EXCEL

CMI

Digital Marketing Certification

Global Financial Crime

Anti Money Laundering

• Interests

Traveling

Sea Adventures

Volunteers with Old Homes & Animal Rescues