



HADEEL AL HADDAD

PERSONAL INFORMATION

AGE: 25

DATE OF BIRTH: 25TH JUNE, 1994

NATIONALITY: BAHRAINI

CONTACT

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BAHRAIN

INTERESTS

- CREATIVE WRITING
- READING
- FILM & PHOTOGRAPHY
- TRAVELLING
- NETWORKING
- MUSIC
- ART
- FASHION
- SWIMMING

CAREER OBJECTIVE

I am a marketing consultant seeking a job position in your organization, where I can apply my knowledge and skills for continuous improvement and further benefit both the company's success and my career in terms of effective communication and satisfying customers. I am driven, ambitious, a team player, self-motivated and passionate. My passion and interest in arts, photography, creative writing and all forms of creativity drives me to perform to a standard beyond what is required to further benefit the company's success.

WORK EXPERIENCE

- **2020:** Branding & Marketing Executive at Unitco Al Bahrain
- **2019:** Account Representative at Obai & Hill
- **2018 - 2019:** Marketing Manager at The Psydchic Cafe
- **2017 - 2018:** Marketing executive at farahii
- **2017:** Marketing consultant for the Ministry of Youth and Sports
- **2016:** Assisted small business (Lankers W.L.L.) in business-related endeavors including market research, marketing strategies, marketing planning and brand positioning and social media promotion.
- **2015:** Floor Assistant at Magic Island Seef Mall
- **2013 - 2015:** Promoter at City Life Events. (promoting brands and delivering brands' messages to their target audience, and studying customer behavior and perceptions of brands)
- **2011 - Present:** Between the Lines Alumni for the US Embassy.

EDUCATION

- **2012 - 2017:** Bachelors Degree in Marketing at Bahrain Polytechnic.
- **2011:** Certificate from the Iowa Young Writer's Studio.
- **2011:** Certificate from the Between the Lines Writing Program.
- **2009 - 2012:** High School Diploma from Al Ma'arifa Secondary Girls School.
- **1998 - 2009:** IGCSE Certificate from Al Noor International School.

SKILLS

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|--|---|
| • Excellent Creative Writing skills | • Social media strategy development |
| • Excellent copy writing skills | • Social media planning & implementation |
| • Bi-lingual (fluent in Arabic and English) | • Digital & creative content creation |
| • Excellent English and Arabic written communication skills | • Marketing planning |
| • Excellent Proof-reading skills | • Marketing research |
| • Translation (English & Arabic) | • SEO, Google and Social Media Analytics |
| • Creative/Graphic Design | • IT skills (Microsoft Office, Microsoft Project, SharePoint) |
| • Project Management | • Event planning & co-coordinating & organizing |
| • Promotional materials creation | • Web content development |
| • Video editing skills | • Project Management |
| • Photo editing (Adobe Photoshop, Adobe Indesign, Illustrator) | • Promotional materials creation |

ACHIEVEMENTS

- **2019:** Developed a social media calendar for **Khawla Beauty Salon** for August, September & October 2019, executed the calendar by designing and developing the creative content (visual and copy) and posted on the social media platforms and managing their social media accounts, including posting and scheduling content.
- **2019:** Conducted market research for new and upcoming startup food consultancy company **La Viene Cuisine**. Analyzed competitors pricing and social media strategies within this research.
- **2019:** Developed a marketing strategy for startup restaurant **Flesh**. Also, developed a social media calendar for May 2019, executed the calendar by designing and developing the creative content (visual and copy) and posted on the social media platforms.
- **2018:** Developed a marketing research plan and executed the primary research for **Khawla Beauty Salon**.
- **2017:** Developed a marketing strategy for **Ministry of Youth and Sports**, a customer-relationships management solution, a marketing strategy to maintain consistent revenue generation, and their marketing and promotional activities of their facilities and events as well as press release samples and other traditional promotional methods were proposed.
- **2016:** Designed and developed an effective online and traditional marketing campaign for art curating company (**Too Far Co.**) [End result: Achieved client satisfaction and interest in implementation of the plan to attract more customers and increase sales margin.]
- **2016:** Designed and developed an effective management audit ad proposal for art curating company (**Too Far Co.**) [End result: Provided sustainable and profitable solutions for the company to implement to their management to lead in an increase in customer base and increase sales margin.]
- **2016:** Developed an international marketing campaign for a small business (**Yalla Habibi**) [End result: provided the insight and international opportunities that were available to the business.]

ACHIEVEMENTS

- **2016:** Provided primary marketing and business consultation to a small software development business (**Lankers W.L.L.**) [End result: Aided in the start-up of this small business and established a professional relationship.]
- **2015:** Created an effective marketing campaign for a local Lebanese restaurant (**Corner House Sandwich**) [End result: Aided in the establishment of a more effective branding of this small business and established a professional relationship.]
- **2015:** Designed and developed an offline marketing communication strategy for new photography company **Pixelated Photography**. [End result: Effective online and offline promotional materials were provided to attract more customers.]

REFERENCES

- **Hasan Al Shawi** | Unitco | Director | halshawi@unitcogroup.com
- **Shreya Rammohan** | Obai & Hill | Account Director | clients@obaiandhill.com
- **Ms. Walah Al Saie** | The Psydchic Cafe | Managing Director & Head Chef | w.alsaie@thepsydchic.com
- **Mr. Khaled Al Saie** | Flesh | Managing Director & Head Chef | khaled.w.alsaie@gmail.com |
- **Ms. Dina Shabib** | Farahii | Managing Director | dina@farahii.com | 13108582
- **Ms. Wafa Al Ammadi** | Ministry of Youth and Sports | Assistant Undersecretary, Planning and Promotion | wafaalammadi@mys.gov.bh | 17114222
- **Mr. Darren Morris** | Bahrain Polytechnic Program Manager and Academic Advisor | darren.morris@polytechnic.bh
- **Ms. Jamila** | City life events | employer | 33071169