

Dana Bucheeri

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📍 Bahrain

💬 Arabic, English, A2 Spanish

Experience

Apr 2022 - Present

Ryalize W.L.L. (FinTech) - Marketing Manager

- Developed and executed comprehensive product marketing strategies (digital), increasing customer engagement across the Bahraini and Jordanian market
- Conducted research and analyzed customer pain points (UX) and data, recommending actionable improvements that enhanced product features
- Assisted in UI App and Portal designs
- Coordinated with business development teams to devise sales strategies and generate leads, contributing to an increase in new business opportunities
- Led quality assurance testing and evaluation for product enhancements
- Led support in business strategy and financial modeling for fundraising
- Developed overall branding enhancement strategy
- Conducted business development meetings and explored partnership opportunities to support strategic growth initiatives

Aug 2021 - Present

Freelancer - Marketing & Strategy

- Managed social media accounts across Instagram, Twitter, and TikTok for various clients
- Developed brand, marketing and content strategies tailored to each client's needs and enhanced through monthly data reporting
- Created and designed multimedia content, including graphics and videos
- Prepared promotional and paid advertising campaigns to drive engagement and achieve client objectives
- Collaborated with influencers to amplify brand reach

Aug 2021 - June 2022

Solv (Startup) - Founder

- Developed the MVP of a freelancing platform, from the ideation stage, primary and secondary research and development of the beta product
- Managed all aspects of marketing, operations, and business development for the platform

Mar 2021 - Sept 2021

My Nutribox (Startup) - Marketing & Operations

- Managed all marketing and operational activities, including the launch of the Ramadan Weight Loss Program and the development of a Summer Restart Program.
- Implemented new operational, HR, and marketing processes, improving overall efficiency

May 2020 - Present

Nasḡee Non-Profit Organization - Founder

- Oversaw all volunteering initiatives and recruited volunteers, impacting over 1,000 individuals in the community (over 1000s of individuals and families)

Jan 2018 - Mar 2021

Alghalia W.L.L - Marketing Assistant

- Led (online and offline) marketing campaigns, including planning, strategizing, and development
- Acted as Marketing Director for 8 months, overseeing department operations, hiring new personnel and representing the department in managerial P&L meetings
- Introduced new planning processes, improving department workflow and productivity

Experience (Continued)

Jun 2016 - Aug 2016

Tamkeen - Internship

- Supported events and created documentation for managerial tasks, developed action plans for clients, and assisted in corporate-led events

Sept 2016 - May 2017

Consultant Advisor to Southway Housing Trust

- Designed and developed a comprehensive consultant business proposal and report
- Conducted research and developed innovative ideas to meet client needs
- Regularly communicated with the client and updated supervisors on task progress
- Planned and hosted an event for the target group

Education

2014 - 2017

BSc (Hons) Management (Accounting & Finance)

University of Manchester, UK

Result: Second Class Upper Division (2:1)

2013 - 2014

Foundation in Business Management

INTO Manchester, UK

Result: A*

1999 - 2013

High School Diploma/IB Certificate

Ibn Khuldoon National School, Bahrain

Result: 3.31 GP

Achievements:

- Elected as Secretary of the Student Council (2012/2013)
- Bahrain Stock Trader part of the winning team of the TradeQuest Program (2012)

Certificates

Nov 2024

SEO Certified

HubSpot

Dec 2022

Product Management

General Assembly

Skills Profile

Teamwork - Leadership & Management - Problem Solving - Time Management - Analytical Thinking - Attention to Detail - Communication - Researching - Stress Tolerance - Jira & Click-Up Software - Strategy & Project Management - Flexible & Adaptable - Ms & OS Software - Adobe Suites (Illustrator, After Effects, Photoshop) - Figma - Word Press (Brick & Elementor)

Interests

Consulting On Business Problems - Strategy Development - Entrepreneurship & Innovation - Project & Product Management - Volunteering - Football & Tennis - Traveling & Exploring