

Sarah Muneer Kolaib

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SUMMARY OF QUALIFICATIONS/RÉSUMÉ DES COMPÉTENCES

Over 3 years of experience in marketing, including a year of experience as a Trade Advisor. Proven expertise in market research and analysis: successfully conducted in-depth market research, competitor analysis, and trend assessment to develop data-driven marketing strategies. Hold a post graduate Diploma in International business and Bachelor's degree in Human resource management. Demonstrated ability to develop comprehensive marketing campaigns, effectively bridging the gap between marketing and trade, resulting in increased market penetration and revenue growth.

WORK EXPERIENCE/EXPÉRIENCES PROFESSIONELLES

MARKETING MANAGER (Part time)

Oct 2020 - Present

Lbsa Kreativ

Ottawa, Canada

- Developing and implementing short and long-term marketing strategies and advertising campaigns on social media
- Keeping up to date with marketing trends and requirements to ensure marketing strategies comply with the latest practices and standards
- Researching and assessing the feasibility and profitability of existing and upcoming services.
- Pursuing opportunities in Saudi's market
- Conducting market analysis on new regions

MARKETING AGENT AND CONFERENCE COORDINATOR

Dec 2022 – March 2023

International ASET Inc.

Ottawa, Canada

- Helped the company promote their services through various marketing strategies and tactics
- Identified target audiences, developing advertising campaigns, and analyzing the effectiveness of marketing efforts
- Created brochures, flyers, advertisements, and other promotional materials
- Managed social media accounts
- Prepared conference program

OFFICE ASSISTANT

July 2019 - Dec 2019

Mutual Property Management

Sarnia, Canada

- Recorded business transactions and preparing basic financial statements.
- Created, maintaining, and entering information into databases.
- Dealt with rental inquires, tenant issues, and maintenance request.
- Evaluated potential tenants' applications.
- Interacted with visitors.

SURVEYOR (Part time)

June 2017 -April 2018

Communication and Information Technology Commission Research

Al-Khobar, Saudi Arabia

- Gathered data from market and consumer by conducting face to face interview with more than 300 individuals.
- Performed using outstanding customer service skills, as well as a solid understanding of customer service resolutions.
- Demonstrated a confident approach to managing customer issues as well as strong experience in ticket management and escalations.
- Developed significant abilities in advanced research related to selling and cross selling

TRADE & INVESTMENT ADVISOR.

Sep 2016 -May 2017

British Trade Office / British Embassy

Al-Khobar, Saudi Arabia

- Worked with Sector Senior Trade Advisor on designing and implementing a strategy to secure business wins for UK companies in Saudi Arabia.
- Pursued opportunities in the Kingdom by engaging with a range of Saudi and British stakeholders.
- Organized high profile visits.
- Managed the contacts database.
- Developed a network of public and private sector contacts.
- Provided market analysis and guidance on doing business in Saudi Arabia

SECRETARY

Jan 2010 - April 2011

Eilet School

Al-Khobar, Saudi Arabia

- Answered phone calls and redirected them when necessary.
- Managed the daily/weekly/monthly agenda and arranged new meetings and appointments.
- Prepared and disseminated correspondence, memos and forms.
- Filed and updated contact information of employees, and external partners.
- Supported and facilitated the completion of regular reports.
- Developed and maintained a filing system.

EDUCATION/FORMATIONS**POST-GRADUATE DIPLOMA.**

May 2018 – Dec 2019

International Business Management, GPA- 3.6/4.0.

Lambton College - Sarnia, Canada

BACHELOR.

Jan 2013 - Jan 2016

Human Resources Management, GPA- 3.45/4.0.

Asia Pacific University of Technology and Innovation - Kuala Lumpur , Malaysia

DIPLOMA.

Sep 2007 - Sep 2009

Computer Science.

Alkhaleej Institute for Training and Education of Women - Al-Khobar, Saudi Arabia

CERTIFICATES/CERTIFICATS

- Leadership strategies and decision making
- Personal strategic planning
- Advanced skills in customer relations and vipservices
- The art of etiquette and protocol
- Worker health and safety awareness in 4 steps
- Leadership in processes administrative management and administrative
- Advanced skills in offices management and secretary
- Creation, innovation, and development of work procedures

COMPUTER SKILLS/LOGICIELS

- Microsoft office
- Photoshop
- Canva
- Yardi
- CRM

COMMUNITY INVOLVEMENT/BÉNÉVOLAT

Marketing coordinator

International Women Club

Sep 2019 – Dec 2019

Lambton college Sarnia, Canada

- Implemented Marketing Campaigns.
- Managed mailing lists.
- Coordinated events for international students.
- Developed and sourcing content for digital platforms.

LEADERSHIP AND MANAGEMENT COURSES/ COURS DE GESTION ET DE LEADERSHIP

- Leadership strategies and decision making
- Personal strategic planning
- Advanced skills in customer relations and vip services
- The art of etiquette and protocol
- Worker health and safety awareness in 4 steps
- Leadership in processes administrative management and administrative
- Advanced skills in offices management and secretary
- Creation, innovation, and development of work procedures