



**Jeff Dempsey Thomas**

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**OBJECTIVE STATEMENT:** Contributing to the company's success and long-term growth by using my skills in the various marketing methodologies traditional, outbound, online and maximizing opportunities in the industries identified and targeted growth areas.

Qualification	Majors	Institution	Year
Bachelors in Marketing	Public Relations, Brand Marketing, Marketing Strategies, Digital Marketing Strategies, Social Media Marketing, Consumer Behavior, Marketing Communications and Marketing Research Methods.	Near East University (Cyprus)	2016-2020
Bachelors in Commerce	Commerce	Govt. College of Commerce and Economics.	2009-2011
Higher Secondary Certificate	Commerce	Govt. College of Commerce and Economics.	2008
Secondary School Certificate	General Group	St. Paul's English High School.	2006

**PROFESSIONAL EXPERIENCE**

**Worked as Marketing Administrative Associate Oscar Rent a car (15<sup>th</sup> March-October 23<sup>rd</sup> 2020, Cyprus).**

- Collaborating on marketing strategies with the marketing manager, inner teams, consumers and partners.
- Helping recognize marketing trends and key innovation opportunities.
- Learning and interacting with different kinds of digital marketing tools.

- Acting closely with the divisions of sales and marketing.
- Creation of promotional content such as case studies and presentations.
- Delivering presentations.
- Giving the marketing and sales team administrative help. To plan, format and Edit a number of documents.
- Understanding the product and brand of a company.
- Build a collection of reports and analyze them.
- Market Research Organizing.
- Updating accounts from social media.

**Worked as Marketing Administrative Associate Hotel (9<sup>th</sup> August 2018-15<sup>th</sup> March 2020, Cyprus).**

- Compiling and distributing financial and statistical information such as budget spreadsheets.
- Analyzing questionnaires.
- Writing reports, company brochures and similar documents.
- Organizing and hosting presentations and customer visits.
- Assisting with promotional activities.
- Visiting customers and external agencies
- Helping to organize market research.

**Internship as Marketing Administrative Associate Nostalgia Hotel (3<sup>rd</sup> June 2018- 9<sup>th</sup> August 2018, Cyprus).**

- Evaluate and coordinate all press requests of collaboration.
- Monitor the hotel exposure and online reputation.
- Maintain and update the hotel press review and maximize the hotel media coverage.
- Promote the hotel and its outlets through all available channels + social media (IG, FB, LinkedIn, YouTube, Twitter, together with Marketing and Communication Manager).
- Create reports, documents and presentations.
- To be in charge of the daily update and of hotel social media development.
- Maintain and enhance the bloggers and social influencer's database, with national and international contacts.

**Worked as Marketing Coordinator Banc assurance in EFU Insurance (9<sup>th</sup> November 2015-20<sup>th</sup> September 2016, Pakistan).**

**Target Achievement**

- Drive sales and achieve targets through the bank branches, Standard Chartered, Faisal Bank, Bank Alfalah and MCB Bank(s).

**Sales Support**

- Support the CRO in his sales effort, in terms of generating benefit, Illustrations, accompanying on client calls.

**Relationship Management**

- Engage an open and trusting relationship with the Branch Managers and officers.
- Engage the employees of the bank branches in regular discussions to transfer knowledge about insurance product offerings and understand their concerns about selling insurance.
- Ensure that all service requirements are met, medicals facilitated and Customers are satisfied.

**Lead Generation**

- Spearhead all lead generation initiative from the bank – whether through walk in, data-mining, referrals and others.

**KEY PERFORMANCE INDICATORS**

- Achieving sales targets.
- Activate & Penetrate branches for Insurance Sales.
- Arranging training programs for bank staff on products and selling skills.
- Increasing productivity of bank branch.

**Worked as Customer Support Executive in Reddot Mobile (March 2013 till October 2015, Pakistan)**

- Identifying, diagnosing, and resolving the level one issues in software.
- Providing one on one assistance to the end-user regarding the technical flaw, either by phone, mails.
- Resolving network related issues like a local area connection problem, network access, mails, internet, dial-ins, etc.
- Supporting and assisting colleagues and working with other support groups and vendors for solving level two issues.
- Monitoring and analyzing the performance of an upgraded system, keeping track of its performance, reliability, risks, and benefits.
- Ensuring all business policies and standards related to client services, IT security and compliance are being met.
- Providing platform training activities to the end-users.
- Supporting the business team in sales activities.
- Cold calling and e-mail campaigns for lead generation.
- Updating CRM on a daily basis.
- Coordinating meetings for the business team.

**Core Skills:**

Advocate and organize work, Work a varied schedule, Tactful approach, Sound judgment & Effective ideas.

**Knowledge and Abilities:**

Excellent Client Service Skills & Writing Skills.

**Personal Skills:**

Well Presented, Relationship building, Deadline led, Determined & Ambitious.  
Speaking Languages: English and Turkish.

**Personal Details:**

**Name:** Jeff Dempsey Thomas

**DOB:** 14/11/1987

**Marital Status:** Single

**Religion:** Christianity.

**Country of Origin:** Pakistan

**Visa Status:** Visit Visa Valid till 3<sup>rd</sup> February.