



# Charisma Nojadera

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## Objective

To work in a company that will showcase my flexibility and multitasking skills and grow as an individual. I want to see my company to progress as well and be apart of it.



## Experience

### 11:11 AV Rentals – Dubai (Division in Charge)

May 2019 - present

- Supervised all production to ensure all gear to be issued out in a timely manner ensuring 100% efficiency and high quality.
- Handling social media content, newsletter and marketing promotion (offline marketing and online marketing)
- Ensuring all online marketing and social media content is up to date and SEO friendly
- Developed marketing materials for trade shows, updated the website and improved strategic and operational marketing capabilities.
- Instituted divisional culture and implemented inventory control measures.
- Responsible for budget forecasting and adherence
- Familiar with all equipment types and brands.
- Ensured that quality process, inventory control and expense control practices were followed
- Hire, Trained, developed and motivated sales, operational and administrative personnel.
- Developed and implemented successful sales plan resulting increased in market rate.
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### ALMOE AV PRODUCTION (Business Development Executive)

July 2013 – April 2019

- Organizing Events (Conference, Gala Dinner, Translation, Sporting event etc.)
- Coordinating with Event suppliers
- Attending meeting, training sessions and seminars.
- Onsite Project Manager
- Discuss and assisting the clients and educated them about technicalities of the event.
- Personally ensuring that the set up and event went well
- Researching organizations and individual online to identify new leads and potential new market.
- Contacting potential clients via email or phone to establish rapport and set up meetings
- Contacting clients to inform them about new developments in the company's product
- Developing quotes and proposals.
- Developing sales goal for the team and ensuring they are met.

### ALMOE AV PRODUCTION (Project / Sales Coordinator)

April 2008 – April 2019

- Supporting the sales organization in customer service, order entry, product replenishment activities and development of sales promotion.
- Coordinate and follow up with Sales / Sales Customer services and other personnel in Dubai / Abu Dhabi in order inquiry, processing, delivery and other sales related matters.



- Executing Program Sales
- Developing and generating Sales inventory Reports
- Develop and maintain sales and marketing collateral.
- Monitor and keep client and agents are informed on the status of their orders
- Ensuring LPO is received before the event.
- Liaising with clients and venues to get accurate access, event and pack down dates and timings.
- Ensuring any changes to an event are updated in the rental system
- Manage the petty cash
- Responsible for Sales coordination and administrative tasks.

Prisma Media Solutions (Personal Assistant)

April 2006 – April 2007

- Organizing business and travel arrangements of the Managing Director
- Maintain the manpower account and rationalized profiles of employees
- Administer a corporate correspondence for the prospected client
- Maintained and responsible for safekeeping of company confidential documents and information.
- In charge of all the supplies administration and order acquisition.
- Create power point presentation for client references.
- Tracking vacation and sick leave of employee
- Coordinate all the HR activities within the organization

**Education**

Bachelor of Business Administration Major in Management  
Master In Business Management

1996-2000  
2002