



## GHUFRAN SADIQ

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Holds Valid UAE Driving License

## PROFILE

Having lived, studied and worked in the U.A.E and Pakistan, I communicate discerningly with people of diverse ethnic and cultural backgrounds. I am proactive and innovative when it comes to problem-solving and am always enthusiastic to take on new challenges and responsibilities. I am a highly driven individual with proven leadership skills and the ability to motivate others. I am currently looking to combine the learnings of a robust corporate career with a life well-travelled and pour my energy into a new role where I can focus on people and their success.

## SKILLS

- Leadership
- Communication
- Adaptability
- Team Work
- Problem Solving
- Self-Motivation

## EXPERIENCE

### *Reservation Services Agent, YALAGO, DNATA, Emirates Airline*

Dubai, UAE — AUG 2018 - JULY 2020

Main responsibilities were to assist customers for their hotel bookings and related needs for traveling requirement until they arrive their destination. YALAGO dealt with booking prior traveling, with complaints after traveling and providing alternate solutions in case of no availability. Completing all training and administrative work within strict deadlines.

### *Customer Service Agent, DNATA, Emirates Airline*

Dubai, U.A.E — MAY 2013 - AUG 2018

My responsibilities were to handle inbound calls for retail sales including tickets, tour packages, car rentals, desert safari, hotel stay, tourist packages for different countries with full packages etc to guide them with best possible solution required. We are having targets in terms on KPI's to achieve every month in which average call handling time, schedule adherence and quality of conversation are main goals to achieve. Worked with Federal Authority for Identity and Citizenship (ICA) as Customer Services Representative and assisting authorities in Complaint cases to resolve issues and follow up for card deliveries. This require follow up in line with SOP set by authorities and assisting seniors with day to day data and MOI related issues to resolve cases. Supported the end user community on functional clarifications.

### *Marketing Coordinator, DERIVISION FZCO*

Dubai, U.A.E — JUL 2010 - MAY 2013

I have worked with Derivision with merchandising responsibilities for store branding at opening of a store & maintaining / keeping the best space for branding after store opening too. My job required branding inside store as well to advertise and promote our brands in specific outdoor areas as well around UEA and other Middle East regions with the best visible places. I had to serve marketing manager for marketing strategies, media choice, ATL and BTL activities. Implementation of marketing calendar for all brands & assisting sales team in merchandising in showroom during sell-in period is also included in my profile to increase VM standards for showrooms by implementing merchandising guidelines.

Arranging suppliers to distribute jobs and to make sure all jobs are finished within given time lines are always a top priority among other related work. After the distribution of task, receiving invoices, proof of work and delivery notes, there comes the next step to reconcile with accounts and sales team to update marketing, sales and accounts department for expenditures with brand profile in terms of branding and budget.

Organizing conference meetings for visitors across MENA region, I help management in arranging hotels, conference halls for dinners or meetings for product display / presentations which is for the sell out of our products.

Quarterly, I had to compile all branding updates to send it to principles to keep them inform about current activities in region as to show them marketing expenses with different retailers

- Major Brands in profile:
  - o Chopard
  - o Givenchy
  - o Swarovski
  - o Blumarine
  - o Swing
  - o ESCADA
  - o Ermenegildo Zegna
  - o Diesel
  - o Sting
  - o POLICE

Rendered superior customer service. Communicated account and product information to internal and external customers and ensured members accounts were updated accurately.

***Designer & Sales Executive, Applause Advertising LLC***

Dubai, U.A.E — AUG 2009 - JUN 2010

I was responsible for Finding new channels for selling and distribution of products, Building rapport with a customer and subsequently closing the deal. I had to build relationships with new customers and distributors & demonstrate our product to them. I liaised with suppliers and manufacturers on a daily basis, dealt with customer feedback, inquiries, complaints and refunds. I also was responsible for the marketing and advertising on new and existing products. Using negotiation and communication skills I had to sell new products in small retail outlets to maximize shelf space and increase market share. Ensured sales targets are met before the specified deadlines.

***Studio Manager, Short – Cut Advertising LLC***

Dubai, U.A.E — JAN 2007 - JUN 2009

Dealt with clients, printing press, Designers inside studio, assigning tasks and following up as per requirement. Created design theme and graphics for marketing and sales presentations, training videos and corporate websites. Participated in team effort to produce streamlined production of policy manuals and educational materials for newly hired employees and freelance designers. Created new design themes for marketing and collateral materials. Collaborated with creative team to design and produce computer-generated artwork for marketing and promotional materials. Participated in production of print and promotional items for key clients under direction of Marketing Department.

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**EDUCATION**

***Bachelor's in Arts (B.A)***

PUNJAB UNIVERSITY, PAKISTAN — 2003

***Diploma in Graphic Designing from Peak Solutions  
Pakistan – 2001***

**PROFESSIONAL DEVELOPMENT**

On-Job Trainer Development  
Programme Managing Workplace Stress  
Managing Difficult People  
Supervisory Leadership Essentials  
Basic First Aid Training  
Critical Thinking  
Project Management

