



TASKEEN ZAHRA

Administration/ Customer Service/ Sales & Marketing

PERSONAL DETAILS:

Languages: English, Arabic (Typing & Basic Conversation knowledge)
Persian & Urdu.

Driving License: Valid UAE - D/L

D.O.B: 19/11/1987

CONTACT:

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PERSONAL SUMMARY:

A highly competent, motivated and enthusiastic Administrative, Marketing and Customer Service with experience of working as part of a team in a busy office environment. Well organized and proactive in providing timely, efficient and accurate to support the company.

Approachable, well presented and able to establish good working relationships with a range of different people. Possessing a proven ability to generate innovative ideas and solutions to problems.

WORK EXPERIENCE

Park Regis Business Bay Hotel Dubai **[Sales and Marketing]**

Jan 2020- July 2021

- Serve as the point of contact for clients and communicate.
- Responsible for coordinating internally with the sales & marketing team.
- Prepare sales-related documents throughout the sales process (e.g., proposals, contracts, Flyers, banquet event orders, Letters).
- Work with sales team to develop strategies and implement brand strategies to ensure a consistent marketing message.
- Arrange meetings, events and any appointments.
- Attend sales meetings, conference calls and training sessions.
- Perform hotel site tours with potential clients.
- Handling all the Social Media accounts and online reviews. (Facebook, Instagram, Twitter, Snapchat, LinkedIn and booking.com).
- Broadcasting Email and SMS Marketing.
- Arrange the effective distribution of marketing materials.
- Answer client / bookers questions about property facilities/services (e.g., hours of operation, rates and room types, packages, promotions, entertainment, restaurants etc.)
- Monitor, screen, respond to and distribute incoming communications.
- Design, upload, extract and maintain customer databases.
- Ensure the adequacy of sales-related equipment or material.
- Managing communication between all the departments.
- Generating all requested reports on a daily basis, and constructing the daily VIP report, and guest service updates
- Successfully promoting and managing the brand.
- Monitor and analyze data and market conditions to identify competitive advantage.
- Keep accurate records and documentation for reporting and feedback.

Lui O Lei Trading LLC **[Admin and Marketing]**

Oct. 2011- Jan. 2020

- Maintaining physical and digital databases with new hire information.
- Create and distribute guidelines and FAQ documents about company policies.
- Gather payroll data like bank accounts and working days.
- Publish and remove job ads.
- Schedule job interviews and contact candidates as needed.
- Prepare reports and presentations on HR-related metrics.
- Develop training and on boarding material.
- Respond to employees' questions about benefits.
- Handle requests, feedback, and queries quickly and professionally.
- Arrange executive travel, hotel and dining arrangements as needed.
- Take dictation and meeting minutes, accurately enter notes & distribute.
- Reporting directly to the Managing Partners.
- Office management systems and procedures.

SKILLS & AREAS OF EXPERTISES

- MS Office (MS Word, MS Excel, MS Power Point, MS Outlook).
- Adobe Photoshop CS4
- Excellent Organizational & Strong Customer Relations Skills.
- Receive and direct visitors and clients.
- Maintain electronic and hard copy filing system.
- Retrieve documents from filing system.
- Handle requests for information and data.
- Resolve administrative problems and inquiries.
- Coordinate and maintain records for staff, telephones, parking and petty cash.
- Schedule and coordinate meetings, appointments & travel arrangements for managers or supervisors.
- Prepare agendas for meetings and prepare schedules.
- Coordinate maintenance of office equipment.
- Sending Mass SMS and Email management for Marketing.
- Prepare written responses to routine enquiries.
- Office Management.
- Meeting Minute taking & Report writing.
- Presentations.
- HR Management.
- Purchase Management.
- Scheduling & Calendaring.
- Meeting & Event Planning.
- Ecommerce Management
- Marketing/ Advertising Management.

- Handling All HR data from Time & Attendance M/c and maintain all the HR Policies for the 100 employees of the Company.
- Handling SMS & Email Marketing for the company in Promotions.
- Handling all word processing and typing & entering data for reports.
- Plan and organize company functions.
- Worked as a photo editor and uploading of Photos and Images in company website and Ecommerce websites.
- Updating all entries in Company website & Ecommerce websites.
- Advertisement & PRS for the marketing department.
- Handling of material movement for the events and photography for ecommerce.
- Answering the telephones and represented the company in a professional and businesslike manner.
- Handling all the social media accounts.

Ceragem Co LLC [Customer Service]

Sep. 2006– Sep 2011

- Advising clients about service bouquets in view of requirements, executing requisite documentation and upgrading existing service standards, hence contributing to the sales target set by the management team.
- Cross selling and marketing all existing and new products introduced by the company and following up on referral business to expand client base. Customizing packages in view of client requirements, associated business risks and long-term prospects.
- Dealing to customers in Trial Room and advise them that how can they cure to their diseases by using Ceragem.
- Ensuring clear communication pertaining to service terms and conditions, assuring confidentiality, and following up on any
- complaints to prevent escalations and legal implications, hence providing quality service to Ceragem customers.
- Handling the back office & Reception work.
- Train the new staff for delivering best services and knowledge about company rules & regulations.
- Training new recruits and exiting employees on the company's products and services.
- Give the training to customers who bought the company products that how they will use the products in better way for getting positive results. Advising clients about service bouquets in view of requirements, executing requisite documentation and upgrading existing service.

EDUCATION

Pearl Institute of Technology

2005

Diploma in Business Management

Cosmos Institute

2004

A Level