

Siham Alafeef

Email: siham.alafeef@gmail.com
Mobile: +971 52 226 7871
Address: Dubai, United Arab Emirates
Nationality: Jordanian
Visa Status: Residence (Transferable)
Driving License: Valid / UAE
Languages: Native Arabic / Fluent English / Beginner Turkish



Summary

A dynamic and results-driven Business Development and Client Account Management professional with over 15 years of diverse experience across industries including Event Management, Marketing and Advertising, Business Aviation, Private Jet Services, and Media Production. I possess a proven track record of managing and executing high-impact projects such as exhibitions, conferences, workshops, festivals, and fashion shows throughout the GCC, Middle East, and North Africa. My expertise spans strategic planning to flawless execution, consistently delivering exceptional value to clients and driving business growth.

Strength and Abilities

Area of Expertise:

- Client Account Management
- Business Development
- Sales Management
- Membership Management

Key Skills

- Project Management
- Negotiation
- Communication
- Proposal Writing
- Administration
- Email Marketing
- Relationship Development
- Lead Generation
- Revenue Recognition
- Reporting
- Invoice Preparation
- Customer Service
- Event Planning
- Marketing Strategy
- Digital Marketing
- Database Management
- Payment Processing
- Media Relations
- Partnership Development
- Social Media Management
- People Management
- Talent Management
- Vendor Management
- RFQ & RFP Management

Tools & Technology:

- HubSpot
- Canva
- Salesforce
- Tally ERP
- Pipedrive
- iContact
- Monday.com
- MS Office Suite

Skills & Attributes:

- Problem-Solving
- Leadership
- Decision-Making
- Attention to Detail
- Cultural Awareness
- Self-Motivated
- Time Management
- Work Under Pressure
- Initiative-Taking
- Adaptability
- Organizational
- Quick-Witted

Employment History

Business Development Manager at Easy Express Marketing

Business Segment: Events Services and Marketing Consultancy

Dubai, United Arab Emirates | 2021 — 2024

Responsibilities

- Developed and executed strategies to identify new business opportunities, driving company growth.
- Built and maintained strong relationships with clients, partners, and vendors, ensuring successful event planning & execution.
- Managed projects, timelines, resources, and budgets to deliver high-quality events on time and within budget.
- Conducted market research to spot trends, potential clients, and competitive factors.
- Collaborated with marketing and operations teams to create and execute effective event strategies.
- Negotiated contracts and pricing with clients and vendors, ensuring profitability and satisfaction.
- Partnered with the sales team to develop compelling sales pitches and presentations.
- Registered the company on supplier portals, increasing visibility and business access.
- Led RFQ/RFP preparation, submission, and follow-up to secure contracts.
- Monitored the sales pipeline, tracked metrics, and identified areas for optimization.
- Attended industry events to network and stay updated on industry trends.
- Provided leadership and mentorship to the sales team, driving performance and growth.
- Analyzed and reported on sales data and market trends to inform strategic decisions.

Business Development Executive at Fly Aviation Group

Business Segment: Worldwide Trip Support

Dubai, United Arab Emirates | 2020 — 2021

Responsibilities

- Developing the company growth by increasing sales and acquiring new customer accounts.
- Generated sales leads, engaged potential clients, and nurtured existing relationships.
- Researched new business opportunities, market trends, and strategic partnerships.
- Negotiated quotations and provided flexible solutions to meet client needs.
- Ensured effective internal and external communication for service quality and client satisfaction.
- Coordinated with management to align services with client requirements.
- Contributed to the development and execution of the marketing strategy.
- Represented the company at major aviation events, expanding networking opportunities.
- Maintained accurate CRM records for efficient client and sales tracking.
- Prepared comprehensive sales reports to inform business strategies.

Membership Officer at The Middle East & North Africa Business Aviation Association – MEBAA

Business Segment: Non-Profit Business Aviation Association

Dubai, United Arab Emirates | 2013 – 2021

Key Responsibilities:

Membership Management & Development

- Manage a membership base of over 400 members, ensuring efficient administration and support while serving as the primary contact for member inquiries and relationship management.
- Develop and execute strategies for attracting and retaining members, including conducting market research to identify trends and target new members.
- Lead membership drives, enhance benefit packages, and implement retention programs to boost member satisfaction and renewal rates.
- Oversee membership applications, renewals, subscriptions, and payment processing, coordinating with the finance department to update membership revenue in the Tally ERP system and provide detailed reports to management.
- Engage with civil aviation authorities across the MENA region, sharing relevant updates with members and addressing their needs through surveys and support.

Database, Marketing, and Communications

- Manage and update databases and CRM systems to ensure accurate member records.
- Collaborate with marketing to create effective membership campaigns, promotional materials, newsletters, and content for social media platforms and the official website.
- Oversee the company's press center, securing media coverage and drafting press releases while writing and editing communications, presentations, and correspondence for the Chairman in English and Arabic.

Representation and Event Planning

- Represent the company at industry events, managing member events including networking events, workshops, and conferences by handling budgeting, venue selection, sponsorships, and marketing.
- Lead the planning of the MEBAA Conference, overseeing venue arrangements, marketing strategies, speaker coordination, and guest support, while managing invitations and registrations for members and VIPs during exhibitions.
- Ensure timely delivery of member benefits and address any concerns promptly, maintaining strong relationships with members, the aviation industry, media, and civil aviation authorities.

Finance and Reporting

- Collaborate with finance to deliver annual reports and provide management with accurate membership data analysis and insights to inform strategic decisions.

Client Account Manager at 52 Media Production

Business Segment: Event Services | Media Production | Modeling Agency

Dubai, United Arab Emirates | 2006 — 2013

Key Responsibility:

- **Business Development & Partnerships:** Identify new business opportunities, acquire clients, and develop partnerships for growth.
- **Event Planning & Concept Development:** Plan and execute private, corporate, and charity events, including festivals, exhibitions, fashion shows, and more.
- **Event Services & Vendor Management:** Manage third-party services like venue, logistics, sponsorships, entertainment, and vendor contracts.
- **Presentation & Sponsorship Development:** Create event presentations and sponsorship packages, negotiating beneficial agreements.
- **Client Communication & Issue Resolution:** Act as the primary client liaison, addressing inquiries, providing updates, and resolving issues.
- **Budget Management:** Develop budgets with clients, identifying cost-saving opportunities while staying within financial constraints.
- **Team Leadership & Event Execution:** Lead event teams, manage pre- and post-event communication, and ensure client satisfaction.
- **Talent Management & Casting:** Oversee talent portfolio, manage auditions, and negotiate contracts for models and talent.
- **Logistics & Operations Management:** Handle logistics, venue preparation, transportation, and on-site event operations.
- **Marketing & Promotional Campaigns:** Execute integrated marketing campaigns across digital, PR, and traditional media channels.
- **Relationship Building:** Build strong relationships with clients, vendors, government entities, and media partners.
- **Digital & Social Media Management:** Manage social media platforms, create content, run campaigns, and update the company website.

Sales and Marketing Executive at Al Haitham Exhibition & Conference Organizers

Business Segment: Exhibition & Conference Organizers

Dubai, United Arab Emirates | 2004 – 2006

Key Responsibility:

- Develop and implement strategies to sell exhibition space, sponsorships, and delegate packages.
- Identify and target potential exhibitors and sponsors through lead generation and client meetings.
- Sell exhibition stand space, ensuring maximum occupancy for each event.
- Build and maintain strong relationships with exhibitors and sponsors for repeat business.
- Negotiate contracts and agreements with clients, ensuring mutual benefit.

- Provide clients with detailed event exposure and benefits to close deals.
- Collaborate with marketing teams to align sales efforts with promotional campaigns.
- Track sales performance and report on targets, feedback, and market trends.
- Work with event organizers to meet exhibitor requirements, including booth setup and logistics.
- Attend networking events to build industry relationships and generate new leads.

Qualifications & Certificates

- Completed one year in Business Administration, at Jerash Private University | Jerash, Jordan – 2001
- High School Diploma, Jerash High School | Jerash, Jordan – 2000
- Mastering Excel by Edraak – 2021
Excel Spreadsheets | Advanced Excel | Programming VBA Using Excel | Building Dashboard Using Excel | Data Analysis |
- ICDL Base by Edraak – 2021
Computer Essentials | Internet & Email Essentials | Word Processing | Excel Spreadsheets |
- Fundamentals of Digital Marketing by Google Digital Garage – 2021
- Digital Marketing by Edraak – 2021
Digital Analytics | The Right Online Presence | Search Engine Optimization | Digital Advertising | Managing Paid Campaigns |
- Success Skills and Self-improvement by Edraak – 2021
Goal Setting & Self-Management | Business Communication | Time and Stress Management | Six Steps to Success |