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| |  | | --- | | . |       Professional Summary  Focused professional with hands-on experience overseeing wide variety of marketing & administrative functions essential to Business operations. Optimizes productivity, efficiency and service quality across multiple offices within diverse environments. Highly organised at prioritizing tasks and managing deadlines. Meets job demands through diligent work-ethic and dedication to quality.      Core Skills   * Senior leadership support * Scheduling and calendar management * Administrative operations * Event planning and execution * Market strategy development * Market segmentation * Market dynamics * Direct marketing campaigns * Media relations * Multitasking and prioritization * Public relations expert * Expense reporting * Report writing * Inventory control * Self-directed * Excellent written and verbal communicator * Strong interpersonal skills * Deadline-orientated * Senior leadership support * Scheduling and calendar management * Administrative operations * Event planning and execution * Market strategy development * Market segmentation * Market dynamics * Direct marketing campaigns * Media relations * Multitasking and prioritization * Public relations expert * Expense reporting * Report writing * Inventory control * Self-directed * Excellent written and verbal communicator * Strong interpersonal skills * Deadline-orientated         Accomplishments   * Lecturer & Researcher assistant at Applied Sciences University. * Author of the Book "New Marketing" - 2017. * Publisher of the following researches:   -The Effect of (SCRM) On E-Loyalty an Empirical Study on Telecommunication Sector at Jordan.  -The Effect of Marketing Strategy on Maximizing the Performance of an Organization: Sustainable Competitive Advantage as a Mediate Variable: Empirical Study on Small and Medium Companies in Jordan.  -The Role of Public Relations on Company Image: Social Media as a Moderating Variable. | **Batool Ahmad Qaddomi**   |  |  | | --- | --- | |  | +962798810503 | |  | Batool.ak.qaddomi@icloud.com | |  | Amman, Jordan 11118 |       **Education**  July 2015  Applied Sciences University  Master's degree: Marketing  Aug 2013  Applied Sciences University  Bachelor's degree: Marketing      **Experience**  01/2020 - Current  Mastercard  Office Manager   * Managing calendar and travel for the chief representative. * Providing support in coordinating client meetings, organizing client workshops and events, * Managing administrative aspects of the office. * Planning and organizing client workshops and events. * Asking quotations to hotels, booking rooms and catering, sending out invitations to clients, following up to ensure adequate participation, managing logistics on the ground at the event. * Drafting / arranging visa invitation letters for colleagues travelling to the region. * Planning and coordinating complex meetings with multiple participants from the clients and the corporate sides. * Taking care of all administration, invoices, and regulatory / tax filings. * Keeping the inventory of the corporate assets at the office, including Mastercard merchandise destined for clients. * English to Arabic translation for all documents and presentations.     01/2018 - 12/2019  7DR's  Marketing Manager   * Involved in planning and producing events, which can range from massive product launches and conferences to smaller efforts such as webinars. * Providing cross-functional leadership. by keeping everyone informed of the marketing plans.     01/2015 - 12/2018  Applies Sciences University  Public Relations Manager   * Plan, implement and manage public relations programs. * Plan and budget for PR events, programs, and initiatives. * Help in designing and reviewing a variety of promotional and marketing materials. * Design and review the online content in media announcements and media kits. * Monitor corporate image frequently and ensure it is in compliance with company brand. * Check and manage content produced for website and social media channels. * Develop and implement PR policies and procedures. * Determine KPIs for PR department. * Measure and provide reports on each PR campaign. * Build long-term relationships with all relevant stakeholders, such as local government, media people, politicians, etc. * Recruit, hire, onboard and train new members of the public relations team. * Produce content for various speeches, events, hearings. |

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