



**KARAM ALKHAZALI**  
MARKETING EXECUTIVE

+971 569319917

karam\_alkhalizi@outlook.com

Dubai - UAE

**PERSONAL SUMMARY**

A confident, honest, hardworking professional who is quick at learning and implementing. My key strengths are that I challenge myself everyday to take up tasks and handle it with utmost detailing and am resourceful to channelise resources to accomplish the given target. Communicating, Co-ordinating and collaborating with team members has been recognised as strengths by my superiors and colleagues.

My goal is to contribute effectively to the organisation I work in and grow along with the organisation. Leverage my strengths and develop more skills to be able to handle brands and later categories independently to reach my objective of becoming a Head of Marketing in next 8 to 10 years.

**WORK EXPERIENCE**

( IFFCO GROUP UAE | TIFFANY BISCUITS | MARKETING TRAINEE ) **Dec 2017 - Present.**

**Key Responsibilities :**

***Handling Biscuits and Snacks categories under the supervision of my direct supervisor.***

- Actively involved in building a New Product Pipeline:
  - o Ideation Stage in exploring gaps in current portfolio
  - o Assessing Commercial feasibility with finance and technical teams.
  - o Writing consumer research briefs to understand if product developed meets consumer s expectations
  - o Briefing the agency on Packaging and seeking approvals from regulatory depts and municipality
  - o Ensuring artworks match Final proofing
  - o Drawing launch plan with supervisor
  - o Handling launch conferences to communicate to sales teams.
  - o Working with sales team for on ground execution as per plannograms given
- Renovating existing brands where product improvements or packaging formats were required by diff export markets
- Handling promotions for the existing products to gain momentum and garner shares from Competition (Back to school promotion and Region based promotions).
- Working on the retail Audit data using the Nielson Answers Software monitoring shares across geographies & channels.
- Responsible for maintaining & updating social media with outsource agency.
- Translation of provided details of products from English to the Arabic language.
- Working on MIS for generating a different kind of sales reports.
- Managing the marketing invoices and purchase orders with purchase team.
- Handling events with agency to drive new consumer / more consumers into the Tiffany franchise.
- Dealing with Local & International creative agencies for designing marketing communication, POSM and other marketing materials.

## **KEY SKILLS AND COMPETENCIES :**

- Ability to be resourceful and co-ordinate multiple tasks to achieve given goal.
- Effective communication and interpersonal skills to be able to work with colleagues in marketing and across departments to handle projects
- Positive, confident and friendly with a high level of integrity.
- Can work under pressure and within deadlines.
- Good computer skills Excel, PowerPoint and Word.
- UAE Driving License

## **ACADEMIC QUALIFICATIONS:**

- BACHELOR OF MARKETING | Al-Yarmouk University (Jordan)| 2013 - 2017  
AVG Of 75.3%
- High School Degree | Musa'ab Bin Omair (Jordan) | 2013  
AVG Of 89.1%

## **REFERENCES**

Perna Singh Tiffany CEO

[Prsingh@iffco.com](mailto:Prsingh@iffco.com)

Mathew Jacob Tiffany Marketing Manager

[mjacob@iffco.com](mailto:mjacob@iffco.com)

Yasir Khan Tiffany Marketing Manager

[yasir.official@gmail.com](mailto:yasir.official@gmail.com)