|  |
| --- |
| **PROFILE**Twelve years of solid experience in the fields of hospitality and hotel management including experience in marketing, ecommerce, sales and executive management within international chains. A key team member with strong leadership and ability to work under pressure. Trilingual with fluent verbal and written skills in Arabic, English and German languages. Experienced in dealing with different cultures and nationalities. |
| **Aisha Hakim**Marketing Communications Manager Resume |
| **CONTACT INFORMATION** **Address:** Ellmenreichstrasse 62, 96258, Berlin, Germany**Date of birth:** 1987-08-21**Email address:** aisha@kickresume.com |  | **EMPLOYMENT HISTORY****Marketing Manager,** Sheraton Hotel, Germany 07/2017 - present,* Lead the development and delivery of the annual marketing and communications plan and budget in line with the hotel's strategic priorities and revenue goals.

**Marketing Communications** Manager, Grand Hyatt Muscat, Oman 02/2016 - 07/2017,* Develop, implement, monitor and evaluate the hotel's marketing communications strategy for advertisement, promotions, public relations, graphics and collateral to support the marketing objectives targeting maximization of the hotel’s positive exposure in local, national and international markets. Manage and implement tactical promotions and offers to drive incremental revenue. Handle hotel website and social media channels.

**Marketing Manager,** Hilton Alexandria Green Plaza, Egypt 02/2013 - 12/2015,* Development and implementation of marketing and public relations strategies to promote revenue growth generation among key targeted segments and support the hotel’s brand positioning and image. Responsibilities include leveraging and executing social media and website strategies to achieve brand position and revenue growth goals.

**Sales Account Manager & Marketing Coordinator,**Hilton Alexandria Green Plaza Egypt 05/2012 - 02/2013,* In addition to the sales duties, was assigned to take additional responsibilities as marketing coordinator in-charge. Responsibilities included setup of a new marketing department in the hotel through developing and implementing hotel marketing plans to generate higher awareness and grow revenue for different hotel facilities.
 |
| **EDUCATION****Bachelor degree - Faculty of Commerce, Accounting department**2008, Faculty of Commerce, Alexandria University, Egypt**Elementary and middle school at the German school in Alexandria**2004, Elementary to High School, Deutsche Schule der Borromärinnen, Egypt**SKILLS*** Communication Management
* Presentation Skills
* Leadership
* Time Management
 |  |