

# CURRICULUM VITAE

I am a marketing specialist in research and development using all social media outlets and understanding the needs of the customer is of the utmost importance which is key to any role. Through my extensive studies throughout university I have become highly skilled in researching, writing and communicating, successfully excelling in promotional and marketing management, business development and marketing research as well as consumer behavior.

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## PERSONAL DETAILS

**NAME:** Doaa Ismail

**RESIDES:** Dubai, UAE

**CONTACT DETAILS:** (M)0568579045  
(E) [doaj.ismail@gmail.com](mailto:doaj.ismail@gmail.com)

**LANGUAGES:** English, Arabic, - Fluent

**EDUCATION:** Certified digital Marketer by Google Sep 2020

**Bahria University, Islamabad**  
BA Business Administration (Marketing)

**Saudi Arabian School, Islamabad**  
Graduated – 99.68%

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## CAREER HISTORY

**July 2017 - Present** **Twofour54 Media Zone**  
**POSITION HELD:** Marketing Specialist (Freelance)  
**Systems/Software used:** MS Office (Excel, Word, PowerPoint)

- Conducted data on consumer, competitors and market place and consolidated information into actionable items, reports and presentations
- Understood business objectives and designed survey to discover prospective customers' preferences
- Compiled and analyzed statistical data using traditional method to collect it
- Interpreted data, formulated report and made recommendations

**September 2015 – April 2017** **ADIB**  
**POSITION HELD:** Business Development & Marketing Officer (Business Banking Division)  
**Systems/Software used:** MS Office (Excel, Word, PowerPoint)

- Worked on developing Islamic **Covered Card** for business clients
- Analyzed UAE market and developed new strategies for each business segment to acquire.
- Worked with **IBM** on several business campaigns to generate new leads and develop new businesses.
- Sponsored events with **Arabian Business Magazine ITP** to acquire business leads.

**August 2014 – July 2015**

**POSITION HELD:**

**Systems/Software used:**

**Al Quds Media Center**

**Marketing coordinator**

**MS Office (Excel, Word, PowerPoint)**

- Prepared weekly marketing reports by collecting, analyzing and summarizing data
- Designed promotional strategies for the company

### **Skills**

- Microsoft Skills (Excel, Word, PowerPoint)
- Data Analysis
- Competitor analysis
- Data collection
- New product development techniques
- Business development
- Problem solving
- Writing reports