

Jacklin Nashed

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SUMMARY

Over 20 years of experience in Marketing, Business Development and Operations across different organizations. Improving team performance through innovative management techniques. Offers thoughtful, comprehensive and constructive feedback to staff members to promote productivity and company loyalty.

CONTACT

Kuwait,
+965 60070007
Dubai, UAE
+971 0557102104



SKILLS

- Process development
- Multi-unit operations management
- Loyalty Programs Development
- Strategic resource management
- Workforce training and development
- Client relationship management
- Business development
- Recruitment
- Online marketing
- Brand management strategies
- Market research expertise
- Communication skills
- Knowledge of Software
- Problem-solving
- Training and development

EDUCATION

Bachelor of Business Administration Management,
1996 - Ain Shams University - **Cairo**

LANGUGES

Arabic, English

COURSES

DMI- DIGITAL MARKETING
Certified Digital Marketing Professional

CUSTOMIZED LOYALTY PROGRAMS

KUWAIT- LEBANON- BAHRAIN- DUBAI

NBK- CBK- KFH- Kuwait Teachers Association-
Engineering Society of Kuwait- Kuwait Teachers
Association- Kuwait Oil Company Union- Warba
Bank- Boubyan Bank- Gulf AIR- Batelco Bahrain-
Lawyers Society of Lebanon- Judgment
Association of Lebanon- Emirates Airline-
NBAD- NBD

EXPERIENCE

PR, Marketing & Partnership Manager

1/1/2023 – Till date

Five Thirty Facility Management Service- **Dubai**

- Restaurants Owned by five thirty;

Wheel 35

My Hot Dog

Lobster & co

Steaks & Butter

Nash Hot Chicken

Super Slice Pizza

Steaks and Fries

- Digital Marketing Campaigns for all brand as per the market needs & Requires;
 - Influencer's collaboration.
 - META Campaigns
 - Google Analytics (SEO, SEM)
 - Offline Activations & Events.
 - Branding
- Develop business plan/ marketing strategy/ marketing calendar/ new product development.
- Developing and executing marketing plans to increase brand visibility and drive foot traffic to the kiosks and food trucks.
- Collaborate with the operations, sales, and marketing teams to curate food and beverage offerings and experiences that will generate buzz and drive sales.
- Set up sales forecast and promotion target for each month promotions.
- Work alongside the Director of F&B and Director of Stations to set and track goals and ROI for promotions, specials, events, and marketing campaigns.
- Review and revise marketing programs to ensure the results.
- Identify and establish partnerships with other brands, events, and organizations to expand market reach.
- Oversee the creation of engaging content across various platforms and manage marketing campaigns to promote products and locations.
- Trained employees on optimal processes and use of equipment to boost department productivity.
- Taking care of media campaigns.
- Leasing Management

Business Development Manager,

12/2019 - 01/2023

I Save Smart – **Kuwait**

I Save Smart Application developed & created by me according to the market needs & Requirements.

- Recruitment- selecting the right teams after a proper procedure.
- Connecting & cooperating with Associations, Universities & big Companies to spread the Application.
- Taking care of all the activities related to ISS Agency- Kuwait
- Taking care of media campaigns.
- Maximized employee morale and corrected performance issues according to established standards.

- Developed and shared best practices across company to align with objectives and quality standards.
- Exceeded team goals by partnering with staff to share and implement customer service initiatives.
- Trained employees on optimal processes and use of equipment to boost department productivity.
- Analyzed customer data to identify opportunities and improve relationships.
- Provided leadership to develop business plans and promote organizational vision.
- Inspected new products to assess quality and preparedness.
- Conferred with board of directors to establish values and mission.

Marketing / Business Development Manager,

12/2011 - 09/2019

WE GUIDE UNITED- **Kuwait- Lebanon**

(Customized Loyalty programs for corporate customers)

- Recruitment- selecting the right teams after a proper procedure.
- Signing new deals, New Businesses & projects for Kuwait/ Lebanon agency.
- Formed and sustained strategic relationships with clients.
- Implemented training and development programs for new employees to successfully exceed retention targets.
- Delivered high level of service to customers in effort to build upon future relationships.
- Conducted financial analysis to manage risks and benefits.
- Developed business strategies to establish short and long-term goals for Company
- Direct hiring and training of new managers to drive organizational improvements.
- Delivered speeches at events and conferences to raise brand awareness.
- Established professional relationships with business partners, shareholders and authorities to develop trust, rapport and reliability.

Marketing / Operation & Business Development Manager,

04/2007 - 11/2011

R G International- **Kuwait- Dubai- Bahrain**

(Customized Loyalty programs for corporate customers)

- Recruitment- selecting the right teams after a proper procedure.
- Signing new deals, New Businesses & projects for Kuwait/ Lebanon & Dubai agency.
- Formed and sustained strategic relationships with clients.
- Implemented training and development programs for new employees to successfully exceed retention targets.
- Delivered high level of service to customers in effort to build upon future relationships.
- Conducted financial analysis to manage risks and benefits.
- Developed business strategies to establish short and long-term goals for Company.
- Direct hiring and training of new managers to drive organizational improvements.
- Delivered speeches at events and conferences to raise brand awareness.
- Established professional relationships with business partners, shareholders and authorities to develop trust, rapport and reliability.

Flight Attendant,

10/1996 - 05/2005

KUWAIT AIRWAYS- **Kuwait, Kuwait**

- Met all airline and civil aviation regulations, ensuring that passengers were always kept safe.
- Offered answers to passengers' questions and resolved issues when they arose during flights.
- Demonstrated and clearly explained safety processes and emergency procedures to passengers before takeoff.
- Attended training sessions in customer service, conflict resolution techniques and safety procedures to remain current on new requirements and procedures.
- Followed company regulations and rules promoting safe environment for both travelers and employees.

