



RUAIDA ALBAHESH

ruaida11@icloud.com / H: 424-262-1111
7320 Santa Monica Blvd, Los Angeles, CA 90046

SUMMARY

Accomplished marketing professional with over 15 years of successful global experience in event management, product development and client relationship. My successful record of multiple marketing campaigns, high level presentations and negotiation skills will be an asset to any organization. I enjoy dynamic work environment, with frequent business trips and interaction with people. My goal is to make difference by applying dedicated effort, experience and skills to a company that offers genuine opportunities for progression in my career.

SKILLS

- End-To-End event management
- Strategic Planning
- Budget Management
- Employee Development
- Leadership
- Outstanding Presentation Skills
- Accurate and Organized
- Well mannered and well traveled
- Fluent in Russian and English

EXPERIENCE

Maternity Leave / Children - Los Angeles, CA

02/2018 - Current

Ready to resume my career

Head of Region: Russia, CIS and Baltic / Department of Tourism and Commerce Marketing - Dubai, UAE

01/2015 - 01/2018

- Through effectively selected key industry events and influencers, achieved greater exposure, new business opportunities and secured long-term partnerships, that resulted in an increase of travelers by 27% in the first year of implementation
- Reopened Ukrainian market to Dubai: Major event held with 200 tour operators in Kiev, resulting in immediate reaction from travelers, new partnerships with Ukrainian travel industry, media and press
- Decreased regional operational expenses by half during the first year and maintained that figure every year
- Proposed optimal budget of \$8M for the managed region and effectively utilized it through securing joint long-standing campaigns with major travel partners
- One overseas office and total of 6 employees under direct supervision
- Negotiated and secured multiple longstanding partnership agreements with airlines, tour operators, influencers and agencies, which resulted in more effective budget utilization by 50% every year
- Researched, evaluated and tendered new representative agency in Russia. Successfully trained and established a new overseas office in Moscow
- Initiated and held multiple high-level Gala Events. Such practice was then exported to all regions
- Built strong performing team and developed consistent and efficient communication process between the head office, regional office, agencies and stakeholders

Sr. HSE Manager, Behavioral Based Safety Program / Caspian Pipeline Consortium - Moscow, Russia

11/2011 - 12/2014

- Developed and maintained strong relationship with contractors' and subcontractors' management (Shell, Chevron, ENI, Exxon Mobile)

- Responsible for all published materials for training, corporate newsletters and magazine, banners, giveaways, etc.
- Led monthly meeting with correlated departments and contractors
- Managed rotating team of HSE professionals every month and one reporting assistant
- Provided a centralized event management service for all CPC corporate events (including contractors), which comprised inaugurations, meetings, conferences and special corporate hospitality events
- Tendered and managed contracts
- Initiated and held yearly safety forums for 4 years - major event, designed to appreciate safe work behavior for 2000 employees across the pipeline.
- Analyzed corporate trends and developed proactive safety programs, including Road Safety, Near Miss, Winter Safety, Safety Observation Cards
- Fully integrated the Incident and Injury Free (IIF) program on the Project. Acted as an interface between the Company-Contractor-Subcontractor

Sr. Relationship Manager / Third-Rome Investment Solutions, GMBH - Moscow, Russia *03/2009 - 10/2011*

- Utilized market data to identify new opportunities and needs in the market, drive sales and create new revenue streams
- Identified and obtained new sales leads and opportunities
- Built strong relationships with new and existing clients
- Monitored the results and produced quarterly reports on investment performance
- Developed presentations and presented to the potential clients
- Managed research projects from concept to delivery: market description, segmentation, SWOT/GAP analysis
- Introduced new clients to the business through personal contacts and networking

EDUCATION AND TRAINING

University of Ottawa - Ottawa, ON *2008*

BBA: Business Commerce and Marketing

Algonquin College - Ottawa, ON *2004*

Diploma in Marketing Studies