

Oum Keltoum Cheriet

Marital status: Single

Nationality: Algerian

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Visa Status: Resident



Work Experience

2018– Present: Scheduling and Placement Manager: Ellay.com: Omni channel Home shopping. **Dubai.**

- Creation of customer-oriented program, topic and area planning overall customer touch points (homepage, TV channels, newsletter, catalog etc.)
- Responsible for the optimal networking (TV and e-commerce)
- Responsible for consolidating the placement mix of all touch points
- Operational control of the topics, among the sales, customer and channel specific aspects
- Continuous optimization and further development of planning taking into account the current market and competitive situation
- Prepare Home Page for website.
- **Handle campaigns on air and online**

2014– 2018: SCHEDULER: MBC Group: Middle East Broadcasting Center. **Dubai.**

Prepare schedules for the assigned channels on time and with 100% accuracy:

- in accordance with Channel guidelines
- according to the defined steps / policies for the channel
- meeting the marketing guidelines to achieve target audience
- ensuring creativity on presenting schedule
- Informing all relevant parties of the change in the planned schedule, if any
- Liaise with Planning, Creative Services, Choueiri, Library, Transmission and Acquisition
- obtaining actual programming and version to be used
- ensuring interstitials are delivered on time and checking on the validity of the promo
- ensuring commercials are booked into right program
- ensuring programs are ready before transmission day
- Give tapes to viewers to view tapes & insert breaks as per the plan
- Update BSS database with final schedule i.e. programs, links, stills, idents & promos, taking care of duration & accuracy
- Develop, implement, and maintain report on the schedule.
- Perform other tasks or duties as and when required
- The on-time delivery of promotions.

2013– 2014: Marketing Manager: White Gate: Advertisements & Communication Agency. **Dubai.**

Working as a link between suppliers and direct clients

- Prospect for new clients by networking, cold calling, advertising or other means of generating interest from potential clients.
- Responsible for the day-to-day running of clients campaigns.
- Presenting creative work to clients for approval or modification
- Meeting deadlines and prioritizing tasks.
- Monitoring the effectiveness of campaigns.
- Creation of the company's graphic guidelines / corporate image, corporate brochures (definition of key messages, design, layout, color proofing)
- Creation of the Marketing and Communications processes
- Website updates on a regular basis

2011 – 2013: Owner & Manager: AMIRA Beauty: Beauty institute and SPA. **Algeria**

- Organizing and maintaining online diaries and making appointments
- Producing documents, monthly reports; managing filing systems
- Office Management:
 - Handling Cash on the daily basis
 - Drivers Planning
 - Employee Attendance
 - Maintaining employees files
 - Annual Leave Planning & schedules for employees.

2010 – 2011: Sales Manager: REGENCY Shopping Centre. Manhattan/ New York. USA.

- Maintains contact with clients in portfolio to ensure high levels of satisfaction.
- Sells products by implementing sales plans; supervising sales staff.
- Demonstrates ability to interact and cooperate with all company employees.
- Maintains professional internal and external relationships that meet company core values.
- Proactively establishes and maintains effective working team relationships with all departments.

2005 – 2010: Business Manager: CK Design: Advertisements & Communication Agency. **Algeria.**

- Supervise office staff, prepare time sheets, and control correspondences.
- Responsible for heading up their expansion in new markets as well as continued expansion among existing clients
 - Building relationships with existing clients in an attempt to increase their current spend

- Preparation of offers, development, contract, presentations.
- Design and implement office policies, and establish standards and procedures.
- Managing designs, client approvals, printing of flyers, posters, and serigraphy.
- Recording office expenditure and managing the budget and the filing systems.
- Liaising with other agencies, organizations and suppliers.

2000 – 2005: Executive Assistant & Sales Consultant: S.O.T.E.B.A: Real Estate company. Algeria.

- Administrative and secretarial support to the different department including the manager.
- Work closely with customers throughout the sales process.
- Coordination /arrangement of all business meetings, travel arrangements.
- Maintaining all files and records, processing documents & personnel files.
- Managing client's files, leasing contract.
- Translations: English / French / Arabic.
- Charge of the Cashier and the different purchase.

Education

- **2010: ALCC American Language: English course:** level $\frac{3}{4}$ in **Manhattan/NY City. USA**
- **2000: University Es-Senia Oran – Algeria: 3rd year Major:** Computer Science.
- **1997: High School Certificate:** Natural Sciences and Life. **Mention:** Good.

Training:

- **2011: “Elegance” Aesthetic School Oran – Algeria**
Aesthetic, Brand/label used **“Laurat Beaumont – Mary Cohr”**
Facials: Classic, Peeling Renovator, Care Electrotherapy.

Skills

- **Computer skills:** Microsoft Office: Word, Excel, Power Point, Corel Draw, good typing speed.
- Customer service oriented, time management

Languages

- English Fluent
- Arabic Mother tongue
- French Fluent

Qualities

Presentable, Dynamic, Responsible, Self-Confident, Handle confidentiality, Able to work under pressure.