

Curriculum Vitae

Personal information:

Name: Raghad Mousa Qubbeia

Date of Birth: 30.12.1997

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Qualifications:

University: University of Jordan – Amman.

Faculty: Faculty of Business Administration

Specialization: BA in marketing “2015-2019”

I graduated from University of Jordan in 2019 with a BA degree in marketing.

Specialization: Master student in MBA Marketing.

Professional Experiences:

Firm Name and duration of work experience:	Responsibilities:
I worked for the royal academy of culinary art as a marketing staff for four months.	Responsible of social media platforms enquiry (comments, messages and direct formal contact), also coordinate any campaigns and events, responsible of student enrollment and short courses and follow up with all potential students.
I worked for zeta medical corporation as marketing and sales coordinator for one year and three months.	Responsible of social media platforms enquiry (comments, messages, direct formal contact, create content and context, do paid ads, manage all pages in continuously, control ad center and doing weekly reports), also coordinate any campaigns and events, responsible of show room, sales representative (their visits, areas should cover per day and analyze their reports) and follow up with all current and potential doctors.

Studies:

During the four years of studying in the University of Jordan, I conducted the following studies and reports:

- Planning and product development:
How to create new product, how to reposition existing product, how to do marketing strategy to launch new product, in this project I covered how to convert the kinetic energy to electrical energy through installing sensors on the trampoline game.

- E-Marketing:
This project talked about how to do and promote a page in facebook.com and how to apply the 7CS;” context, content, community, communication, customization, connection, commerce” on it, in this project I covered the tourism in Jordan and how to promote the tourist areas to Jordanian target and foreigners target.

- Commercial promotion:
In this project I talked about how to use the promotional mix in marketing, I applied this project to promote Ajloun nature reserve.

- International marketing:
This project talked about how to apply the marketing strategy in foreign markets and how to enter Jordanian traditional clothing into a foreign markets and how to take into consideration the different cultures, norms and believes.

- Management of marketing channels:
This project talked about how to provide the product to customers in the right time and right place through different intermediaries, I applied this project by talking about H&M store and how they provide their products from “manufacture to customers”.

- Marketing strategy:
In this project I talked about how to do full marketing strategy to new telecommunication company.

- Customer relationship management:

In this project I talked how to reacquisition our customer, how to retention customer, how to not let our customer do churn to another company and how to do long term relationship strategy.

- Sales management:

This project talked about how the seller should deal with customers and how seller can read their customer by body language and interaction of customer face.

- Services marketing:

This project talked about the way to promote service products like "hotels" and the way to recognize the differences between the physical product and service product.

- Pharmaceutical marketing:

In this project I was trained as medical rep, how to use the best way to persuade the doctors using specific medicine rather than any alternatives and how can to use the technology to promote the medicine.

- Tourism Marketing:

In this project I worked about how we can exploit the tourist places in order to stimulate Jordanian tourism, I used Ajloun Castle as an example to activate tourism by turning it into a number of hotel rooms.

- Practical applications in advertising:

This project highlight to know the way to use the advertising tools "TV channels, radio, pop ads, banner ads" and how can I link the ads with product features.

- Marketing research:

In this project I talked about customer satisfaction in the hotel industry and how the service quality and customer loyalty affect customer satisfaction and I learned how to use the SPSS program to measure the results of satisfaction.

- Personal selling:

In this project I presented how to sell educational course and I applied the FAB (features, advantages, benefits) technique in my presentation "features, advantages and benefits" which are related to the product "course".

Reports:

- Study about public relationship.
- Excellence in work.
- Leadership.
- Teamwork.

Training Skills:

- Training course in Computer skills.
- Training course in English conversation.
- Training course in customer service.
- Training course in public relationship.
- Training course in leadership.
- Training course in ICDL.

Languages:

Category	Reading	Writing	Understanding	Speaking
English	Fluent	Fluent	Very good	Very good
Arabic "native speaker"	Fluent	Fluent	Fluent	Fluent

Competencies:

- Very good team player, like working with people in general and from different cultures in particular.
- Problem solving and negotiations skills.
- Creativity and initiative; I keep looking for new ideas, approaches, or insights.
- Prioritization and effective planning and organizing well defined objectives.
- Like hard working and adapt in changing management environment.
- Very good communication and transparency skills.