



# ZAHRAA FALAH OBAID

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## SUMMARY

Product-oriented marketing specialist with hands-on experience in FMCG environments, focusing on product positioning, market execution, and consumer-driven strategies. Strong background in digital marketing, SEO, sales supervision, and field marketing, with the ability to translate consumer insights into actionable product and promotional decisions. Currently strengthening product lifecycle, pricing, and go-to-market capabilities through a Product Management program with IBM. Experienced in working cross-functionally with sales, marketing, and operations teams to drive product growth in competitive markets.

## WORK EXPERIENCE

### Content Marketing Specialist

September 2025 – Present

Al-Sulaymanyia Food & Beverage Ltd. Co– Iraq

- Develop creative marketing content including writing and design to enhance brand presence.
- Plan, organize, and manage marketing campaigns and events to boost audience engagement and brand awareness.
- Implement digital marketing strategies and analyze performance to achieve marketing objectives.
- Coordinate with internal and external teams to ensure smooth execution of marketing activities.

### Human Resources Assistant manager

Jan 2025 – June 2025

Al-Kafeel Omneea Telecom – Iraq

- Managed employee attendance, leave tracking, and biometric records
- Conducted interviews and organized employee documentation
- Processed monthly payroll and managed

### Marketing & Sales Specialist

Jan 2024 – Aug 2024

Quality Owners Company – Iraq

- Executed field and digital marketing campaigns to increase brand visibility and sales.
- Followed up with new clients and delivered strategic promotional offers.
- Supported sales team to meet monthly revenue targets.

### SEO Specialist (Remote) Sheikh Company

Feb 2022 – Oct 2024

- Conducted online trading training courses for beginners and advanced learners.
- Developed marketing content and enhanced company website visibility through SEO strategies.
- Analyzed campaign results and improved digital marketing performance.

### Sales Supervisor

Al Qabidah Holding – Istanbul, Turkey

Feb 2021 - Sep2023

- Supervised sales team to ensure achievement of monthly and annual sales goals.
- Managed client accounts and coordinated sales operations and customer communications.
- Improved team performance through continuous training and coaching.

## EDUCATION

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### Master's in Business Administration

Altinbas University – Istanbul, Turkey

2022 – 2025

### Bachelor's Degree in Human Sciences

University of Babylon – College of Human Sciences – Iraq

2016 – 2020

## TECHNICAL SKILLS

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- Product & Marketing Analytics
- CRM Systems
- ERP (Odoo)
- MS Excel & Word
- Call Center Operations
- Social Media Marketing
- Business Communication
- Training & Coaching
  
- **Languages:**
  1. Arabic: Fluent
  2. English: Intermediate
  
- **CERTIFICATIONS & TRAINING**
  - Product Management Program – IBM (In Progress)
  - Product Management: An Introduction
  - Product Management: Foundations & Stakeholder Collaboration
  - Digital Marketing & SEO Training
  - Online Trading Training (Beginner & Advanced Levels)

Looking forward to work with you !