



# Sidra Shah

Marketing Manager

Dubai - United Arab Emirates

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## Languages

English (Fluent)

Malay (Fluent)

## About

Experienced scout with a demonstrated history of working in the modeling and fashion industry. Strong entrepreneurship professional with a Bachelor of Arts – BA focused on Fashion Marketing and Management. Profoundly passionate and fast minded problem solver with nearly 5 years of experience in the field of fashion, advertising, media, and marketing where I have garnered my experience and further develop my skills.

### BRANDS WORKED WITH

Beatrice Looi Couture

Figaro Models & Talents Agency

Frog Asia

Hub

Vads

## Experience

### ● Marketing Manager

Hub | Jul 2020 - Now

o Headed the marketing intelligence research and restructure marketing strategies to promote TMH. o Prepare keynote presentations and promotional materials to be presented to potential clients. o Establish digital marketing task force to create the brand identity by communicating across to all channels – digital, print ads, social media placements. o Championed TMH website and App platform from product information and liaise with developer on visual appeal and site maintenance. o Maintain relationships with external parties – models, photographers, creative directors, and respective decision makers in the industry. o Create social media contents and produce designs on Adobe Illustrator and Canva. o Create and manage budgets, prepare, and review business plans and regularly monitor finance and performance.

### ● Senior Booker & Makeup Artist

Figaro Models & Talents Agency | May 2017 - May 2020

Book jobs for the local and international models the company represents. Maintain relationships with models, photographers, creative directors, and other decision-makers in the modelling industry. Assigns models to specific jobs and works with them on creating a successful career in editorial side, fashion magazines, commercial, local, or international campaigns, and other consumer products. Set up a shoot for clients, negotiate the terms of a model's contract and scour the internet in search of new faces to add to agency roster. Handle several important decisions throughout the day and interactions between models and clients. Responsibility to ensure models show up on time and are ready to work professionally. In house makeup artist and stylist for models.

### ● Fashion Designer & Marketer

Beatrice Looi Couture | Oct 2016 - Mar 2017

Performed basic marketing functions including social media marketing for the company. Developed patterns that are cut and sewn into sample garments and supervised the creation of these, including fitting, detailing and adaptations Provided event support and customer service. Assisted the store management team with various operational tasks such as replenishing stock levels and promotional set up of the store. Performed charity design work for Shelter Home Malaysia by Modelsown x Beatrice Looi, a campaign for abused, abandoned, and neglected children that contributes designer t-shirts, shoes, bags, notebooks, and necklaces.

### ● Junior Graphic Designer

Frog Asia | Nov 2013 - Mar 2014

Offered input to creative meetings and shared ideas Produced attractive and effective designs for all media Designed company merchandise items, events, business cards liaised effectively with clients and other team members Supported the design team throughout the execution of campaigns and projects. Designed poster, banners, stickers and liaised

with the UK team in design for Leaps of Knowledge 2014, a series of events that brings speakers, workshops, exhibitions to explore fresh insight to education in Malaysia.

- **Part Timer**

Vads | Nov 2010 - Jan 2011

Checked incoming paperwork (correspondence and invoices) and made copies before distribution. Sorted all papers alphabetically and according to content, dates, and significance. Created and Update records with new files and information

## **Education & Training**

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2014 - 2016

- **Raffles College of Higher Education**

Degree, Bachelor of Science in Marketing

2011 - 2013

- **Management and Science University**

Diploma , Diploma in Graphic Design