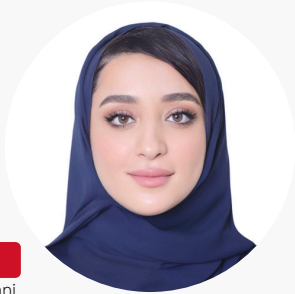


# ACCOUNTANT AND FASHION DESIGNER

Experienced Marketing and Development Manager with a strong background in project management, brand development, and strategic marketing. Proven success in creating innovative marketing strategies, managing luxury product development, and boosting customer engagement. Skilled in leading teams, preparing creative proposals, and delivering high-quality designs for high-profile clients.



Bahrani

**BATOOL ALMEZAL**



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batoolalmezal@gmail.com



Based in Dubai

## EDUCATION

**2015-2018**

**Esmod French Fashion Institution Dubai, Dubai.**

- Higher Diploma Fashion design and Pattern making.
- Award for academic achievement.

**2007-2011**

**Ahlia University, Bahrain.**

- Bachelor in Accounting and Finance.
- Graduated with GPA: 3.74 out of 4.0.

## SKILLS

- Marketing & Brand Strategy
- Project and data management
- Creative Development
- Budgeting & Finance
- Customer Communication
- Training & Consulting
- Sales & Customer Service:
- Partnerships & Collaborations
- Leadership
- Technical Skills: Website development, Instagram management, contract negotiation.

## WORK EXPERIENCE

### Marketing & Development Manager

**Feryal Albastaki Fashion Design-Dubai** JAN 2024 – Present

- **Workshop & Event Coordination:** Organized workshops at Zayed School, HCT Dubai, AUD University, The Circle Jumeirah Marsa Al Arab, and Women's Day at Yas Mall. Collaborated with Jumeirah Marsa Al Arab for VIP guest designs and Yaser Jewelry on exclusive collections; worked with Misk on photoshoots; and led creative direction for VIP suites at Vochron, Dubai.
- **Retail Development & Customer Experience:** Redesigned store layout to enhance luxury experience; managed hiring of Bridal Master and staff; launched revamped website and Instagram to boost digital engagement and brand visibility; provided sales support for VIP customers.
- **Brand Strategy & Marketing:** Developed proposals, pitched ideas, and established strategic brand collaborations. Represented the brand in meetings with Elle Arabic, Al Odra, Telegraph UK, Sharjah TV, Uma Dubsi, and Jumeirah Newspaper, providing required content. Coordinated photoshoots, model bookings, and marketing materials.
- **Product Design & Collaboration:** Provided creative direction and feedback on collections, ensuring alignment with customer needs and market trends. Collaborated with artists and bloggers for content creation and product development.
- **Talent Acquisition & Training:** Conducted interviews, hired employees and interns, and provided training for four interns annually from various universities.
- **Legal & Contract Management:** Reviewed, approved, and negotiated contracts to ensure brand integrity; registered and protected the company logo.

### Fashion designer

**Blanc 8.3 | Dubai Design District-Dubai** NOV 2018 – APR 2019

- Created artistic, fresh designs and analyzed market trends
- Negotiated with vendors, manufacturers, and retailers
- Managed pricing, marketing, and promotions, doubling sales
- Developed creative sampling displays with input from photo directors
- Managed store inventory and merchandise
- Created social media and website content

### Treaty Technical Account Assistant

**TRUST RE INSURANCE BAHRAIN-Bahrain** JUL 2013 – SEP 2014

- Checking and verifying Statements of Accounts in comparison to Insurance policies.
- Processing 50-150 Statement of accounts using Oracle system on a daily basis.
- Maintaining a high level of communication with Underwriters and Claims Department to validate Statement of Accounts details.
- Enlisting Statement of Accounts to an internal system for easy reference.

**Audit Assistant KPMG-Bahrain** JUN 2011 - AUG 2011

- Assisting in auditing different areas of 4 companies including banks.

### Claims & Technical Accounting Assistant

**Arab Insurance Group-Bahrain** JUN 2009 - AUG 2009

- Data entry processing, Screening data and updating files. Filing and administrative services.