



ELAF ZUMRAWI

ABOUT ME

A passionate individual with a thirst for knowledge and new experiences. Dedicated, fast learner and a problem solver with a creative mind that has international and can wear many hats to accomidaaite to what's needed

EDUCATION

LIMKOKWING UNIVERSITY - MALAYSIA

2013 - 2017| B.A (Hons) Interior Architecture

SHAW ACADEMY

2020 | Diploma in digital marketing

GOOGLE GARAGE

2020 | Fundamentals of digital marketing

VOLUNTEER EXPERIENCE

Event planner 2019+
HBI non-profit org. - Sudan

Event organizer 2018-2019
TEDxOIU - Sudan

Event organizer 2017
TEDxKLYouth - Malaysia

Event organizer & designer 2016
TEDxKL - Malaysia

Social media team 2016
IlmArtFest - Malaysia

Facilitator 2015
PAM - Malaysia

WORK EXPERIENCE

2021

EnayaTech
MARKETING EXECTIVE

Sudan

- Coordinated internal marketing and an organization's culture
- Wrote and proofread creative copy
- Sourced and secured sponsorship
- Managed campaigns on social media.
- Organized and attend events such as conferences, seminars, receptions, and exhibitions.
- Developed and implemented a marketing strategy (often as part of a wider sales and marketing program).
- Tracked marketing performance and return on investment and prepared weekly or monthly reports for management.
- Monitored and reported on competitor activity.
- Led external agencies, when appropriate, to effectively manage events, press relationships, editorial requests, presentations, promotional materials, and online activities.
- Oversaw and managed the marketing budget.
- Updated and managed the website using the Content Management System - Proofreading marketing materials and printed literature - Monitored and reported on website analytics - Supported the Marketing Manager with team and timeline management.
- Organized events and product exhibitions
- Oversaw and developed marketing campaigns
- Conducted research and analyzed data to identify and define audiences

Merchandise/ Promoter IlmArtFest - Malaysia	2015	2020	ODOO MARKETING INTERN	Dubai
Head of usher team Twins Of Faith - Malaysia	2015		<ul style="list-style-type: none"> Helped plan events - booked venues, catering, and generated guest lists 	
Usher beingMe all-women conferences - Malaysia	2015		<ul style="list-style-type: none"> Created and presented reports, proposals, applications, and contracts 	
Youth Respresnter UNHCR - Malaysia	2014		<ul style="list-style-type: none"> Used social media to drive marketing campaigns 	
Teacher UNHCR - Malaysia	2014-2015		<ul style="list-style-type: none"> Generated reports of marketing activities' ROI to be reviewed by the Operations Manager. 	
Emcee/ Presesnter Sudanese Embassy Malaysia	2013		<ul style="list-style-type: none"> Created designs and illustrations for the execution of all digital/printed banners and flyers for campaigns. 	
Registration Twins Of Faith - Malaysia	2012		<ul style="list-style-type: none"> Conducted pre-and post-event evaluations and reported on outcomes research market. Participated in Odoo's promotional events Assisted with field events such as tradeshow, training, user groups, and thought leadership Assisted in creating training courses and educational materials for other members of the department. Worked on promoting an energetic fan base for products and located brand ambassadors to share the product's benefit and value 	

LANGUAGES



SKILLS



CONTACT

+249 90 060 5431
 elaf.s.work@gmail.com
<https://www.behance.net/elafsworkf442>

2018- 2019	LEVENT COKLUK ACCOUNT MANAGER	Sudan
	<ul style="list-style-type: none"> Generate sales among client accounts, including upsetting and cross-selling Managed communication with the clients made sure all client requests/inquiries were attended to Responsible for monthly house calls, sales goals, delivery goals and created and maintained a client base. Liaised with the design and execution teams throughout the process and made sure all client requirements were met. Quality checked products before setting off to ensure everything is up to standards Operated as the point of contact for assigned customers Kept records of client transactions 	