

Puteri Shahirah Binti Ghazali



Sharjah, United Arab Emirates



+971 50 962 3712



p.shahirahghazali@gmail.com



English, Arabic, Malay

Professional Profile

Motivated and detail-oriented professional with expertise in content creation, project management, and team collaboration. Known for delivering quality work on time and adapting quickly to new challenges.

Education & Qualifications

- **Skyline University College (2019 – 2020):** Master of Business Administration emphasis on International Business and Marketing. *Honors: Cum Laude (CGPA: 3.75/4.0)*
- **University of Sharjah (2012 – 2016):** Bachelor of Sciences in Biotechnology. (CGPA of 3.32/4.0).

Work Experience

Media Officer – Influence Healthcare International

Dubai, UAE

May 2023 – August 2024

- Created and executed content strategies, managing graphic design and video editing.
- Oversaw event management while fostering partnerships to enhance outreach.
- Managed social media accounts, including content creation and performance tracking.
- Conducted market research and competitor analysis to identify potential clients.
- Coordinated events with partners and collaborators to ensure successful execution.

Business Development Manager - Abdelaziz Art Center

Sharjah, UAE

November 2021 – July 2022

- Developed a strategic plan for company growth, aligning with short- and long-term goals and vision.
- Addressed internal team challenges and discrepancies through effective solutions.
- Managed projects by preparing emails, arranging meetings, and making decisions to meet client goals.
- Led a team of 16 employees by distributing tasks, ensuring quality, and resolving issues throughout project completion.

Visitor Service Coordinator - Sharjah Aquarium

Sharjah, UAE

August 2019 – October 2021

- Ensured a positive visitor experience and maximized revenue through innovative ideas and events.
- Managed front desk operations and trained staff in visitor management.
- Oversaw the till system and cash processes.

Director - Mimra Media Group

Dammam, Saudi Arabia

July 2016 – July 2019

Led a media startup, managing event coverage, video production, and design projects. Developed strategies, managed budgets, and ensured high-quality content through effective team leadership.

Skills & Capabilities

- Leadership & Team Management
- Problem-Solving & Critical Thinking
- Proficiency in Microsoft Office & Adobe Softwares (Illustrator, Photoshop & After Effects)
- Customer Service & Interpersonal Communication
- Project Management
- Attention to Detail
- Experience with Trello & Miro