

Sofya Abu-Baker

MARKETING & PUBLIC RELATIONS

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EDUCATION

Bachelor of Art in Creative Industries (Media Business & Communication)

2020 - 2024

Canadian University Dubai | Summa Cum Laude (GPA 3.93/4.0)

PROFESSIONAL EXPERIENCE

Diamond Developers LLC - Marketing Coordinator - Dubai, UAE

Jun 2024 - Present

- Developed content ideas, storyboards, and monthly content calendars, driving a 20% increase in engagement across social media platforms for 3 clients.
- Collaborated with internal teams to streamline marketing requests and ensure the timely delivery of creative assets for cross-departmental campaigns.
- Oversaw marketing budgets and monitored expenses using Tradogram, ensuring precise financial management for all digital campaigns and promotional activities.

Chanel Inc. - Storyteller/Event Support - Dubai, UAE

Oct 2023 - Nov 2023

- Delivered immersive storytelling in both Russian and English to over 1,000 guests at the Les Exclusifs de Chanel event, building meaningful client connections.
- Guided guests through AI Air Parfum consultations, resulting in increased fragrance awareness and sales engagement.
- Managed check-in and guest experience for over 4,500 attendees at the Allure event, ensuring satisfaction for high-profile VIC clients.

Louis Vuitton Co. - Client Advisor/Storyteller - Dubai, UAE

Feb 2022 - Feb 2023

- Conducted 2,000+ bilingual tours at SEE LV Exhibition, engaging clients with product knowledge and brand history.
- Surpassed sales targets by selling 100+ fragrances, becoming the top seller through upselling and storytelling.
- Fostered VIC client relationships by organizing personalized appointments.
- Proposed a new client waitlist system, significantly improving wait times and overall store efficiency.

Freelancer Event & Project Assistant - Dubai, UAE

Oct 2021 - Nov 2021

- Coordinated seating and guest lists for 800+ attendees at the Dubai Airshow Gala Dinner, ensuring seamless operations.
 - Devised contingency plans and oversaw catering and support teams for the VIC Kering event.
 - Supported clients on the event day, ensuring a smooth experience and a 60% show-up rate.
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VOLUNTEERING

Dubai Fashion Week, PR & Communication Trainee

Sep 2023 - Nov 2023

- Assisted in creating and updating presentations, communication calendars, and content for newsletters, while supporting PR activities and media outreach, ensuring smooth execution and increased event visibility.

TRAINING & PROFESSIONAL COURSES

Luxury Brand Management (Udemy)

- Luxury brand positioning and management
- Customer experience strategies in the luxury market

Content Marketing Simternship (Stukent)

- Developing effective content strategies
- SEO and social media marketing essentials

Google Analytics Beginner Course

- Mastering Google Analytics tools for data analysis
 - Analyzing website traffic, user behavior, and key metrics for insights
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ADDITIONAL INFORMATION

- **Languages:** English (Fluent), Russian (Native), Arabic (Basic)
- **Certifications:** Inside LVMH & Marketing Skills Certification (Gostoso UAE)
- **Skills:** Microsoft 365, Basic Graphic Design, CRM Platforms, Analytical Skills, Event Planning, Client-Centric Mindset