



# Obaida Talal Al-Zaidi

Bachelor of Arts Degree with First Class Honours  
Faculty of Business Studies (Marketing)  
The Arab Open University, Kuwait

## About

Unique professional with a diverse background in graphic designing / event supervisor / marketing and videography; 15+ years of professional experience seeking for a compelling job where my creative and organizational skills are challenged. Seeking a job position where I can apply my knowledge in various fields, such as designing, events planning, marketing and Adobe Photoshop training.

## Contacts

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📍 Kuwait

📅 DOB 07/02/1983

## Languages

English ██████████

Arabic ██████████

## Experience

### Health Assurance Hospitals Company (DHAMAN), Kuwait

#### Senior Multimedia Designer (August 2021 - Present)

- Coordinate with Public Relations & Corporate Communication Department for best media solutions adapted to Organization's requirement
- Designing all Company's forms, stationery, social media layouts, indoor & outdoor etc.
- Coordinate with Advertising agencies for co-branding and events.

### Wara Hospital, Sabah Al-Salem

#### Marketing Supervisor / Graphic Director (December 2018 - August 2021)

- Coordinate with marketing team for best media solutions adapted to hospital requirement.
- Designing all hospital forms, stationery, social media layouts, indoor & outdoor etc.
- Coordinate with agencies and vendors for all kind of media and supplies.
- Marketing planning by coordinating with doctors and management for marketing solutions.

### BurgerHolic, Romania

#### Administrator / Art Director (April 2016 - December 2018)

- Organize stock and equipment, order supplies and oversee building maintenance, cleanliness and security
- Plan and work to budgets to maximize profits; promote the business and keep financial records
- Recruit new staff and train existing staff
- Ensure compliance with licensing, hygiene and health and safety legislation
- Handle customer enquiries and complaints, ensure high standards of customer service are maintained
- Create the restaurant profile/ identity and supervise all commercial and advertising material to be designed and produced at the highest levels of quality.

## Education

- **2022** - Bachelor in Arts Degree - Business Administration (Marketing) at Arab Open University, Kuwait (3.86 GPA)
- **2016** - A member of Training of Trainers (TOT) - Photoshop Trainer
- **2001** - Adobe Photoshop, Adobe Illustrator, Adobe Indesign classes - Kuwait
- **2000** - Adobe Photoshop course at Sham Institute, Damascus, Syria
- **2000** - Graduation Diploma from Al Bath High School, Damascus, Syria - Scientific Section

## Arabian Motors Group (Ford), Kuwait

### Graphic Designer / Marketing Assistant (April 2015 - April 2016)

- Created art work and templates of all Ford cars and events.
- Collaborated with event planners and took part in the making of promotional car events.
- Collaborated and set up meetings with advertising agencies; produced ideas for monthly car offers.
- Monitored competitors' marketing strategies.
- Translated, assisted the marketing team indoor and outdoor.
- Managed Ford Al Wazzan social media platforms.

## P2BK (Proud to be Kuwaiti) Magazine, Kuwait

### Graphic Designer (March 2010 - April 2015)

- Planned, conceptualized and created the whole magazine layout, as well as P2BK weekly pages in Al Rai Newspaper.
- Collaborated with writers, selected and reviewed articles before publishing.
- Worked closely with printing press houses and have been involved in all phases of magazine production.
- Collaborated with event coordinators and actively took part in the planning of fairs (P2BK 2010 to 2015).

## Unique Magazine, Kuwait

### Art Director (January 2007 - January 2010)

- Created magazine layout designs by specifying illustrations.
- Ensured that the layouts are produced in time to meet production schedule.
- Developed creative development, design and layout.

## D-Mag Magazine, Kuwait

### Graphic Designer (January 2005 - January 2007)

- Ensured to check, resize and place the ads appropriately in the magazine.
- Managed to perform photo editing and illustrations.
- Maintained appropriate computer files and backup files for archiving.

## Al-Khat Printing Press, Shuwaikh

### Graphic Designer (January 2003 - January 2005)

- Adhered to all quality and content specifications of the brand and publishers.
- Assured all graphic production.

## Skills

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Microsoft Office



Internet & Social media apps



Photography & videography



## Achievements

### Health Assurance Hospitals Company (DHAMAN), Kuwait

- Launching DHAMAN Hospitals (Ahmadi & Jahra).
- Launching & Branding DHAMAN Healthcare Centers (Dajeej, Jahra, and Yaal Mall)

### Wara Hospital, Sabah Al-Salem

- Launching and market positioning campaigns.
- Participating in the hospital's accreditation from Canada.

### BurgerHolic, Romania

- Launching and branding restaurant profile/ identity.

### P2BK (Proud to be Kuwaiti), Kuwait

- Participating in launching Proud to be Kuwaiti Village in Mishref fairground 2014 & 2015
- Participating in launching Remal Village in Mishref fairground 2015

### Unique Magazine, Kuwait

- Full magazine branding & layout.

### D-Mag Magazine, Kuwait

- Full magazine branding & layout.