



MOHAMED MAMDOUH HASSAN

Business Administration

Contact Info:

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SUMMARY:

"An organized and creative professional with proven marketing skills and a desire to learn more. Possess 4+ years of experience working for a diverse group of organizations and clients. Gained knowledge & expertise in marketing & sales Looking to utilize my existing skill set to increase company profitability"

EMPLOYMENT HISTORY:

➤ Marketing Executive

Qebaa for Trading & Distribution (S.A.E) (9/2022 – Present)

- Conduct market research to find answers about consumer requirements, habits and trends.
- Brainstorm and develop ideas for creative marketing campaigns.
- Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.
- Liaise with external vendors to execute promotional events and campaigns.
- Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts.
- Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV etc.)
- Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies.
- Undertake individual tasks of a marketing plan as assigned.
- Lead the commercial planning process (ICP) to ensure timely cross-functional input and alignment to the key category, brand, channel, shopper and customer growth opportunities and activation platforms ICP.
- Prepare budget and operating review materials/presentations and manage ongoing reporting against budget and investment.
- Measure and report performance of all marketing campaigns, and assess ROI and KPIs.
- Monitor market trends, research consumer markets and competitors' activities.
- Develop recommendations to continually improve performance by analysing internal results, competitive data, and staying-on top of industry trends.
- Document clearly defined action steps and recommendations.

➤ Sales & Marketing

Fastrak for Courier Express Services (7/22 – 9/22)

- Helping determine pricing schedules for quotes, promotions, and negotiations.
- Understanding and promoting company programs.
- Schedule meetings and presentations with prospects.
- Utilize all various methods to reach out to customer leads.
- Develop strong, ongoing relationships with prospects and customers.
- Meet and/or exceed sales targets.
- Maintaining client records.
- Coordinate with other team members and departments to optimize the sales effort.
- Analyze market's potential, track sales and status reports.
- Supply management with reports on customer needs, problems, interests, competitive activities, and potential for new products and services.

➤ Social Seller

British American Tobacco (2021 – May 2022)

- Interact with prospects with all the available tools either on social media or on the ground
- Reaching my monthly target & using CRM
- Using sales force App to collect leads and close the deals
- Develops relationships as a part of selling process through the use of inbound marketing
- Completely and unconditionally identifying with the company's values
- Internalizing the corporate philosophy and mission
- Meet and/or exceed sales targets.

➤ Sales & Marketing

Family Tours Inc. (2018 - 2020)

- Helped implement interactive marketing and creative strategies for both traditional and digital campaigns by working with my manager and agencies.
- Executing on a variety of marketing projects and programs.
- Writing up relevant marketing content for blogs and email campaigns.
- Analyze market trends and recommend changes to marketing strategies based on analysis and feedback.
- Collaborate with the sales team to ensure that marketing efforts support their sales efforts.
- Monitor and evaluate the effectiveness of Media Plans using both internally generated information and market research.

➤ Sales & Marketing

El Riyadh Capital (2016 - 2018)

- Develop contact with potential customers in the industry by cold calling, emailing or scheduling meetings in person.
 - Maintain a strong understanding about property features and technical specifications to answer specific customer questions.
 - Present information about company offerings during trade shows or other large events to potential customers.
 - Give customers in-person product demonstrations and teach them about the features and benefits of each item the company offers.
 - Attend weekly sales team meetings and provide information to management about sales figures, goals and obstacles.
 - Build and maintain strong, long-lasting client relationships.
 - Negotiate contracts and close agreements to maximize profits.
 - Develop new business with existing clients and/or identify areas of improvement to meet sales quotas.
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PREVIOUS EDUCATION:

➤ **Masters of Business Administration**

Arab Academy for science, Technology & Maritime Transport. 2018 – 2020

Grade Excellent (3.4)

➤ **Bachelor of Business Administration**

Arab Academy for science, Technology & Maritime Transport. 2011 – 2015

Grade Very Good (2.9)

➤ **SKILLS AND ABILITIES:**

Microsoft Office Programs - Self-motivated - Business Communication Skills - Research and data collection - Critical Thinking - Creativity mindset - Attention to Detail - Project Management - Social Media Marketing.