

# Yasmeen Bassam Kilani

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Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.



## Skills

- ◆ Self-motivated professional
- ◆ Team building
- ◆ Good listening skills
- ◆ Client communication
- ◆ Staff Management



## Work History

### **Jun 2013 - May 2020     Marketing & Showroom Manager**

*Palace Paints Company*

- Completed in-depth reviews of market conditions and customer preferences for paints products.
- Developed campaigns and specific marketing strategies for clients.
- Identified appropriate marketing channels and target customers for campaigns.
- Managed custom projects by completing initial quotes, design and sample requests.
- Kept showroom expenses appropriate and reasonable to drive operational efficiency.
- Trained team members in successful strategies to meet operational and sales targets.
- Successfully drove new product lines to increase annual profits
- design new product Package , Label, and catalogues design
- Recruited, managed and motivated -member retail team to give every guest positive and memorable experiences.
- Coordinated with social media, public relations and other teams to execute

product introductions.

◆ **Sep 2013 -  
Feb 2014**

### **lecturer**

*Arab Open University, Amman*

- Teach Marketing course ( Marketing Principles) to Students Bachelor

◆ **Jul 2013 -  
Jan 2014**

### **Marketing Account Manager**

*Self International Marketing Agency, Amman*

- Built and strengthened long-lasting client relationships based on accurate price quotes and customer-centric terms.
- Developed advertising tactics and implemented new solutions for increased brand awareness.
- Tracked sales and effectiveness of campaigns to optimize department planning and initiatives..
- Consulted with the departments to manage marketing initiatives promoting .
- Created printed marketing materials designed to drive campaigns.
- Introduced new processes to improve account and market tracking for better data analysis.

◆ **Sep 2008 -  
Sep 2009**

### **Showroom Assistant**

*Nassar Stone Group, Amman*

- Greeted customers and prospects upon showroom entry.
- Maintained showroom samples and catalog libraries for customer viewing.
- Added customer information into company's system .
- Asked open-ended questions to ascertain what types of products or services customer required.
- Delivered outstanding service to clients to not only maintain but to extend relationship for future business opportunities.
- Analyzed inventory to identify excess, slow-moving and obsolete inventory and oversaw disposition.
- Inventoried warehouse stock on monthly, quarterly and annual basis
- Determined method of shipment and prepared bills of lading, invoices and other shipping documents



## **Education**

◆ **Sep 2004 -  
Jun 2008**

### **Bachelors: Marketing**

*Jordan University*

with an average of (3.00 out of 4.00 ) , rating ( Very Good)

◆ **Jan 2011 -  
Feb 2013**

### **Master degree: Marketing**

*Amman Arab University*

Master's Thesis : The Effect Of Social Networks On Consumer behavior  
with an average of (3.69 out of 4.00 ) , rating ( Excellent)



## Interests:



Self Development



Sports



## Courses:



**Oct 2013** Dale Carnegie Course: Skills For Success



**Oct 2019** Intense life mastery training by Issa Assaf



**Nov 2020** Relational Needs Course by Ithraa Center



**Feb 2021** Together we grow by Ithraa Center



**May 2021** Emotional Intelligence ( EQ)