

# Nessreen Ayed

**Business Development Specialist, Brand Manager, Buyer,  
Commercial Manager, Logistics And CRM Manager**

**Marj Al-Hamam**

**Amman, Jordan**

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## Personal Information

**Birth Date:** 17<sup>th</sup>, November, 1985

**Gender:** Female

**Nationality:** Jordanian

**Marital Status:** Married

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## Career Statement

I feel that my greatest strengths are: Firstly, my ability to provide effective line management to all team members who I am responsible for.

Secondly, my skill at improving efficiencies of business operations to maximize revenue, thereby help to ensure that all business goals are met.

Thirdly, my real passion to work in supporting community to expand and promote investment and the growth of industries, trade, and entrepreneurship.

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## Work Experience

**December, 2020 – December, 2023**

**Al-Rayhan Company**

**Business Development Manager and External Production Operations Manager:**

- Analyzing and expanding business operations toward sustained growth.
- Monitoring revenue streams and identifying opportunities to increase profitability.
- Evaluating and improving sales, marketing, and branding strategies.
- Identifying and developing new lines of business based on consumer behavior.
- Performing competitor analysis toward obtaining an increased market share.
- Developing client relationships and strengthening industry partnerships.
- Identifying new clients by researching and creating networking opportunities.

- Negotiating and closing business deals that promote sustained revenue.
- Liaising with Sales, Marketing, and Management to align strategies aimed at increasing revenue.
- Assessing and advising on potential joint ventures, mergers, and acquisitions.
- Prepare bill of materials, items costing and margins.
- Contact new suppliers locally and internationally.

**January 2017- July 2020**

### **International Fashion Development & Marketing**

#### **Brand Manager, Buyer, Commercial Manager, Shipping & Logistics and CRM Manager**

##### **Commercial manager:**

- Development of financial plans including budgeting and forecasting for the short and long term.
- Analyzing the business performance, including the profitability, revenue, pricing and costs.
- Managing budgets, expenses, pricing and commercial arrangements.
- Lead role in advising around pricing for commercial contracts.
- Driving efficiencies to ensure contracts remain financially viable and delivered on budget.
- Support Sales and Marketing departments by conducting analysis of commercial opportunities.
- Manage and monitor administration team including new projects and investments.
- Support financial department and monitor payroll system.
- Hiring, supervising, training & evaluating team members.

##### **Brand Manager & Buyer:**

- Build relationships with suppliers and lead negotiations.
- Represent the company in all meetings arranged with partners and suppliers.
- Process requisitions and update management on status of orders.
- Update inventory and ensure that stock levels are kept at appropriate levels.
- Arrange transport of goods and track orders to ensure timely delivery.
- Analyze market trends and apply this knowledge to make insightful buying decisions.
- Coordinate with inventory team, management, and stockroom as required.
- Assess quality of stock received and escalate any discrepancies to suppliers and management.
- Attend all sales meetings, conventions and visits take place with suppliers in Jordan, Europe, Levant, Mena and China.

##### **Logistics & Shipping:**

- Review freight rates and other transportation costs to keep working costs low and maintains quality throughout the logistic processes.
- Control and direct the movement of packages from the preparation level to the delivery level.
- Manage all shipping-related documents with the government and shippers.
- Work in collaboration with other departmental managers to ensure a free-flowing process.
- Make use of necessary computer software to check and track shipped orders at all times.
- Plan warehouses and distribution centers for efficiency in both operations and capacity.

- Organize transportation activities, including storage of goods, managing information accrued from point of origin to delivery, orchestrating transportation movements, and arranging for services as necessary.
- Coordinate and track movement of goods through logistic pathways.
- Execute logistics plan to move products and packages to reach destinations on schedule.
- Hiring and training for the logistics team.

#### **CRM Manager:**

- Manage Customer-Business Communications.
- Solve Customer Issues.
- Monitor Customer Care Strategies.
- Collaborate to Ensure Customer Satisfaction
- Manage reward system and plan to develop.

**June 2016 – March 2020**

#### **SHUKR Clothing**

##### **Freelance Operations Manager**

- Ensure all operations are carried on in an appropriate, cost-effective way and improve operational management systems, processes and best practices.
- Purchase materials, plan inventory and oversee warehouse efficiency and help the organization's processes remain legally compliant.
- Formulate strategic and operational objectives, Examine financial data and use them to improve profitability and manage budgets and forecasts.
- Perform quality controls and monitor production KPIs.
- Recruit, train and supervise staff, and find ways to increase quality of customer service.

**September 2013-January 2016**

#### **Al-Futtaim Group / Marks & Spencer**

##### **Commercial & Operational Manager**

##### **Stores Operations:**

- Delivery of operational standards within the stores in terms of Visual Merchandising, customer service, stock maintenance, safety and security.
- Maintaining Brand integrity.
- Ensure proper security control of stocks in the store through the implementation of agreed delivery plans and by following company procedures relating to stock movement.
- Work with the merchandising team to ensure the availability of stock as well as identify and propose actions for slow moving / fast moving stocks for an efficient stock turnover.
- Ensure concerns and opportunities are addressed with the buying team with regards to ordering levels.
- Planning, strategizing, accounting the stores sales and profits.
- Reviewing and evaluating monthly Profit and Loss Reports ensuring all other required reports are submitted to the Regional Manager or relevant department.

- Developing marketing and promotional plans to boost the sales and profit levels of the store in coordination with the Regional Manager and the Marketing Department.
- Taking charge of product management like ordering, receiving, price changes, handling damaged products, and returns.
- Conduct daily floor walks generating positive sale driving actions and coach colleagues around conversion, basket drivers and profit optimization.
- Utilized Working Week Framework to plan and execute store operations.

### **Growth and Customer Service:**

- Ensure all employees are trained on customer service behaviors and exhibits them on the shop floor.
- Proactively monitors customer behavior and feedback to increase service levels.
- Works with customer research to identify any gaps or opportunities to increase service levels.
- Monitors the performance of competitors in the market and identifies opportunities and threats are addressed and actions are implemented with coordination of the Regional Manager and Function Heads.
- Monitors the store's performance and benchmark for sales growth with the store management team.

### **People - Hiring, training and development**

- Responsible for hiring, training, development of employees.
- Ensures a training calendar for the stores.
- Responsibility for ensuring staffing levels are adequate to effectively operate the store.
- Motivating, supporting and monitoring staff performance in all aspects.
- Ensuring adherence to HR requirements and procedures
- Ensuring adherence to health and safety requirements and procedures
- Ensure a succession plan in the store for growth of talent and un-interrupted business operations.

### **Finance & Administration**

- Work aligned with the Area Manager in preparation of annual budgets related to sales, manpower, revenue and operating expenses.
- Ensure all relevant reports are issued on a timely basis.
- Ensures that there is an effective Admin Team in place to handle financial procedures including handling invoices, credit notes, petty cash, etc.
- Weekly, monthly & yearly review and audit for administration department performance.

**March 2012 - August 2013**

**Alessi Of Italy – GZM company**

**Assistant Showroom Manager & Retail Coordinator**

- Drive the effective and efficient handling of all stock to maximize availability and avoid unnecessary marked and damaged.

- Recruit, train and retain a high caliber team with the right competency level to deliver retail execution objectives.
- Conduct commercial reviews to explore and identify profit making opportunities to drive sales and minimize loss.
- Support the implementation of visual merchandise updates and phase layouts as per guidelines and timescales.
- Maximizes sales in the stores through coaching and performance management of Managers & staff members in the areas of scheduling, availability, layouts, promotions and customer service.
- Constantly reviews sales improvement practice, plans and initiatives.
- Controlling & maintaining the budgets & expenditure.
- Responsible for designs selections that meets our local market needs.
- Handling USA, Kuwait & KSA agents ordering.

**August 2008 - August 2011**

**GS Store & Timberland / IFD&M Company  
Salesperson**

#### **Retail**

- Brand integrity and market awareness.
- Commercial & business awareness.
- Developing customer service procedures, policies & standards.
- Driving operational, visual & customer service standards in store.
- Comprehensive knowledge of all relevant health & safety issues.
- Effectively maintaining stock levels & ensuring the quality of supplies.

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#### **Academic Qualifications**

**Middle East University – Jordan (2020)**  
Management Business administration / MBA

**Al-Balqa Applied University – Jordan (2011)**  
Management Information System / BA

**Starmanship – Beirut (2010)**  
Communication Skills Strategies / Certificate

**Al-Futtaim – Dubai (2015)**  
The Code of Conduct and Ethics Learning Module on iGrow / Certificate

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NOTICE PERIOD – Available upon request

