

# MALEK FAKHRI ABU TAHA

## Market Intelligence

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•Jordan

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### Summary

Marketing Intelligence professional with a Bachelor's degree in Marketing and three years of experience in automotive marketing and sales. Seeking to leverage expertise to enhance and share insights within your esteemed organization.

### Education

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Zarqa university

Bachelor of Marketing

2023

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### Experience

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Tahboub Group

Amman - Jordan

Market Intelligence

11/2023 -

06/2024

- I oversee all aspects of trade-ins for used cars.
- I engage in communication with dealers regarding used cars.
- Conduct in-depth research on competitors in the automotive industry, tracking market shares, pricing strategies, and product offerings.
- Circulate reports to communicate findings and insights to relevant stakeholders.
- Plan and execute mystery shopping activities to assess competitors' offerings.
- Document findings and provide actionable insights to improve our own strategies.
- Prepare and deliver regular reports on market intelligence, competition analysis, and mystery shopping results.
- Monitor and engage with automotive online community across various social media platforms in a professional and timely manner.
- Review and moderate user-generated content to ensure alignment with brand guidelines.
- Identify and address potential crises or negative publicity on social media, coordinating response strategies with relevant teams.
- Monitor and report on social media engagement metrics, user sentiment, and trends.
- Maintain a clear understanding of our brand's voice, values, and guidelines.

### Family Business

Marketing and Sales Rep

2021-2023

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### Skills

- Market research
- Excel
- SEO
- Trade -In

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### Languages

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English Advanced ●●●●●

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### References

Available upon request