



AHMAD MOHAMMAD ALI JABER

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CAREER OBJECTIVE

An accomplished & result oriented professional with 16+ years of exceptional track record in public relations and delivering end to end customer service, possessing allied exposure in sales, marketing and business development initiatives. Seeking a pivotal position in a dynamic organization to fully utilize accrued professional credentials and expertise in making tangible contributions towards the strategic growth objectives of the organization.

SKILLS

- Strategic Sales & Marketing, Customer Service, Public Relations, Administration, Driving Growth
- Revenue Generation, Target Setting & Achievement, Standardized Policies & Procedures, Market Research
- Strategic Planning, Customer Relationship Management, Resolving Customer Issues, Clientele Development
- Sales Analysis & Growth, Competitor Analysis, Coordination & Development, Management Reporting
- Leadership, Team Building, Motivation, Communication, Ability to work under pressure
- Analytical Ability, Critical Thinking, Decision Making and Problem Solving, Time Management
- Computer Related Skills: MS Office and Internet Usage

PROFESSIONAL EXPERIENCE

Customer and Public Relations Official
Advanced Industrial Advertising Company, W.L.L

2005 - Present

Inducted as Receptionist, charted a phenomenal growth curve through exceptional performance to merit various promotions to achieve the position of Customer and Public Relations Official.

Designation Chronology:

- 2021 - Present: sales account manager.
- 2008 - 2021: Customer and Public Relations Official
- 2005-2008: External Salesmen
- 2000 - 2005: Local Sales Officer
- 1998-2000: Receptionist

Key Highlights as Customer and Public Relations Official, 2005 - Present:

- Played a pivotal role in boosting the sales ratio throughout the year.
- Proactively participated in various exhibitions conducted in Jordan, Egypt, Dubai and Syria.
- Successfully worked with various international and regional companies including PepsiCo Jordan, National Fruit Juice Co. W.L.L, Teeba Investment for Developed Food Processing Company, Rivaj, Jordan Valley Food Industrial Co., Goerge Abu Zaid for Car parts, Al Nabulsi & Amad and various other advertising companies.

Key Responsibilities as Customer and Public Relations Official, 2005 - Present:

- Instrumental in administering overall aspects of public relations and customer service activities resulting in increased revenue and business growth.
- Developing and creating new business clients as well as sustaining existing customer base by providing highest level of

proactive customer service, thereby consistently achieving a high level of customer satisfaction.

- Networking extensively to develop prospective customer lists, prospecting new customers, presenting information and

explaining services to prospective customers to increase sales ratio and expand client base.

- Fostering effective client relationships, enhancing service quality introduced to customers by providing new services & materials, thus facilitating development of new business opportunities, whilst ensuring strict adherence to organizational policies and procedures.
- Conducting periodic visits to old customers and special visits accompanied by new delegates for building trust with them and ensuring that appropriate changes are made to resolve problems faced by customers.
- Spearheading all aspects of customer engagement, with the ultimate goal of driving revenue from new customer acquisition and growth of existing customer relationships in order to boost the company's profits.
- Responsible for attracting new delegates to guide first and accordingly transferring those delegates to labor market in order to ensure smooth functioning of the operation in an efficient and effective manner.
- Actively participating in local and international exhibitions to promote a positive image of the company as well as to consistently chart out short and long term strategic goals and objectives with corresponding milestones.
- Staying attuned of new developments & market trends as well as maintaining records of customer transactions to enhance the quality of customer service provided.

Key Highlights as External Salesmen, 2005-2008:

- Efficiently attained goals by completing the required sales percentage target.

Key Responsibilities as External Salesmen, 2005-2008:

- Identified primary thrust areas of business based on evaluation of customer requirements, market surveys and analysis. Designed and implemented strategic sales and business development measures to optimize sales, volume distribution and customer service.
- Managed the whole gamut of activities pertaining to supplying, delivering, invoicing and collecting materials. Ensured optimum service to customers and delivered products/services within scheduled time frames.
- Carried out regular follow up with agents associated with the direct officer, thereby comprehended customer requirements and developed solutions to best meet their needs.
- Conducted meetings with existing clients to reaffirm business relationships and assure continued sales. Established a network of buyers using innovative sales approaches.
- Evaluated customer feedback to suggest modifications and incorporated the same in business strategy, thus effecting high levels of sales and achievement of company objectives.
- Oversaw the preparation of weekly and monthly reports in order to keep the upper management abreast of all sales initiatives of the department.
- Kept close tabs on market dynamics and competitor activities, performed feasibility studies and recommended improvements to higher management on increasing revenue growth.

Key Highlights as Local Sales Officer, 2000 - 2005:

- Played a cardinal role in gaining a high level of customer satisfaction score and management confidence.

Key Responsibilities as Local Sales Officer, 2000 - 2005:

- Assumed responsibility for presenting available services to the customers for seamless functioning of activities leading to optimal growth chart of the organization.
- Endeavored to meet client expectations regarding price, quality and timely delivery of required materials, whilst ensuring optimal resource utilization.
- Instrumental in opening internal operation order, simultaneously completing customers' order by delivering required materials and writing a receipt to enhance smooth execution of workflow.
- Communicated sales plan and targets to the sales team, simultaneously imparted training inputs, guidance and motivation to them to accomplish targets profitably.
- Identified potential customers as well as secured regular contacts with old customers, whilst assuring superior customer service standards.
- Facilitated a pleasant and hassle free experience for every customer, resolved customer complaints effectively within specified time frames, ensured customer feedback is actively solicited/ recorded and appropriately acted upon.
- Recognizing potential/new customers, consolidating existing clients, ensuring higher sales and superior customer service to consistently chart out strategic long term goals and objectives.
- Projected sales targets, prepared action plans/ schedules and formulated initiatives for achieving the targets while keeping the upper management abreast of all sales initiatives.
- Kept abreast with competitor initiatives and market trends to formulate long and short term sales strategies for enhancing company revenues.

Key Highlights as Receptionist, 1998-2000:

- Served as a focal point of contact to the customers and presented excellent service to them to ensure optimal levels of service and long term business relations.

Key Responsibilities as Receptionist, 1998-2000:

- Effectively handled the whole gamut of administrative and receptionist tasks, ensuring that all activities are completed within timescales and with high degree of accuracy whilst delivering excellent customer service to both external and internal customers, thus developing a large customerbase.
- Promoted customer relations by providing premier customer service, developed a good rapport with the customer base and responded promptly to customer issues/problems.
- Accountable for presenting available services to the customers as well as provided overall vision, directions,goals for the customer service and quality functions of the department.
- Fostered effective channels of communication with the direct officer to complete the sale process consistent with overall goals and objectives of the organization.
- Maintained records of customer interactionsand transactions, recorded details of inquiries, complaints and comments as well as actions taken to cater thesame.
- Kept abreast of current safety regulations in order to respond to emergency call-in situations in the facility, thereby ensuring safety of customers, visitors and staff.

EDUCATION

Jerash University Jerash - Jordan

Bachelor's degree in Business Administration (June 1998)

Grade: 73 out of 100

PERSONAL INFORMATION

- Date of Birth: 20/11/1973
- Gender: Male
- Nationality: Jordan
- Marital Status: Married
- Languages Known: English & Arabic