

# MOHAMMAD MUHSEN

## PROFILE

A challenging position that will allow me to contribute to the any contracting, supervision and management job tasks. That will give me the ability to work with a team, in configuring, operating and analyzing various job tasks and duties I have sufficient experience.

## WORK EXPERIENCE

### OCT-2021- PRESENT KSA-SALES MANAGER (FMCG) SAADEDDIN GROUP OF COMPANIES (PASTRIES, ARABIAN SWEETS, WESTERN SWEETS)

- Lead a team of sales personnel.
- Actively explore business opportunities to increase sales volume.
- Identify potential markets, sales channels, competition and propose effective sales strategy plan for account expansion & development to achieve monthly and quarterly sales targets & KPIs.
- Managing all sales channels, e.g., Traditional trade, modern trade, food services and ensure daily operations functioning well.
- Establish network and build good rapport with new clients.
- Conceptualize strategic business plan that expands company's customer base.
- Present relevant sales & operations reports and forecasts to the management team.
- Market Research & Market Analysis
- Repricing Strategies

### MAR2020-SEP2021 BRANDS MANAGER (FMCG) AL-SANABEL CONVERTING INDUSTRIALS CO. LTD (JOR)



- Conduct consumer and market research
- Identifying how our brand is currently positioned in the market
- Design a research-based brand strategy
- Develop and execute marketing campaigns aimed at communicating our brand message
- Communicate our brand personality internally and align company around foundational ideas
- Lead marketing team members through campaigns
- Measure and report on success of marketing campaigns
- Anticipate consumer trends and keep brand up to date
- Manage & distribute our Products to the markets also into Consumers
- Setting sales targets and distributing them correctly
- Determine the Target Markets
- Jordan Market

## CONTACT



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Jordan – Amman

## SKILLS

CRM



RND



Microsoft Office



Team Leader



Management



Analysis



Decision Make



Planner & Thinker



**FEB 2019 – MAR 2020 SALES & MARKETING MANAGER WITH BUSINESS DEVELOPMENT (FMCG) AHMAD ABDUL WAHAB ABED TRADING CO. LTD. (KSA)**



- Develop a growth strategy focused both on financial gain & Customer satisfaction
- Conduct research to identify new markets and customer needs
- Arrange business meetings with prospective clients
- Promote the company's products/services addressing & predicting clients' objectives
- Prepare sales contracts ensuring adherence to law established rules and guidelines
- Keep records of sales, revenue, invoices etc.
- Provide trustworthy feedback and after-sales support
- Build long-term relationships with new and existing customers
- Lead a team of sales personnel
- Market Research & Market analysis

**MAR 2016-OCT 2018 CATERING SALES MANAGER (FMCG) ABDULLAH SALEH AL OTHAIM & SONS HOLDING (KSA)**



- Catering sales Planner
- Contracting with customers such as companies, hospitals, restaurants, hotels, companies, and Catering distribution centers
- Follow up the contracts for clients (YTD)
- Follow Up The salesmen and setting goals and plans the sales& distribution of them on the market
- Follow up sections Catering sales in our branches in `KSA guidance
- Follow Up Catering sales with clients to Achieve the goals requirement

**APR 2012-FEB2016 BRAND MANAGER UNCHARM GULF HYGIENIC INDUSTRIAL (KSA) BABY JOY, LIFREE, SOFY, MOONY**



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- Determine the Target Markets
- Saudi Market

**MAY2010-MAR2011 ASSISTANCE CREDIT OPERATION MANAGER (JOR) FIRST FINANCE (ONE OF THE FIRST FINANCE BRANCHES IN QATAR SUBSIDIARY OF BARWA BANK)**



- Selling loans & products, such as cars, real estate, goods...etc
- Follow Up customer collecting
- Follow-up bonds and promissory notes and checks

**JUL2007 – MAR2008 HORIZON FRIGHT SERVICES SALES & MARKETING OFFICER**



## ○ EDUCATION



AMERICAN UNIVERSITY GLOBAL MBA



ARAB OPEN UNIVERSITY (MEDDLE  
EAST) BUSINESS ADMINISTRATION  
(B.B.A)



Al Khwarizmi International Collage  
Diploma Accounting & Finance

## TRAINING COURSES

### ○ 1- DIGITAL MARKETING

A- Digital Marketing Diploma

- Secret Of Creating Content and the art of writing ads
- Email Marketing
- Twitter snap chat & TikTok ads
- Facebook & Instagram's ads
- Google & YouTube ads

### ○ B- Digital Marketing plans

C- Certified Internet Marketing Practitioners (C.I.M.B)

- E-commercial and Internet Marketing
- Generating Lead & Convert them to Business
- Build E-commerce Web site
- Web Analytics
- S.E.O (Search Engine optimization)
- P.P.C (Pay Per Click)
- Email Marketing
- Mobile Marketing
- Social Media Marketing
- Video Marketing
- Affiliate Marketing
- Blog Advertising and marketing podcasting advertising

### ○ 2- PROJECT MANAGEMENT PROFESSIONAL (P.M.P)

- Initiating
- Planning
- Executive
- Control Monitor & Close

### 3- LEADERSHIP SKILLS

### 4- EMOTIONAL INTELLIGENCE

- Emotional Intelligence and the self
- Emotional Intelligence and Leadership
- Emotional; Intelligence and society

### 5- DESIGN

- Auto Cad (2D&3D)
- 3DMAX
- Photoshop



## LANGUAGES



DEUTCH



ARABIC



ENGLISH