

Cover Letter

HR Department
May, 2021

Samer Al-Jeref

Dear "Recruitment Team",

I would like to apply for a suitable job in your valued company. I have been working in Sales, Marketing and Business Development for more than 15 years.

Please consider this résumé as an expression of my sincere interest in pursuing any suitable vacancy that might arise. I am confident that obtaining a key role in your company, I can create a productive business environment that is customer-centered. I welcome the opportunity to discuss with you my ideas and qualifications in person.

I am available for interview upon request and willing to start work upon agreement. I look forward to hear from you.

Yours sincerely,

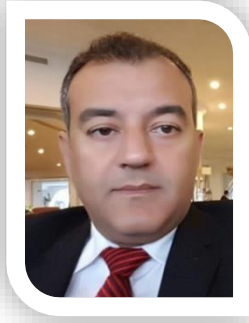
Samer

Samer Al-Jeref

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Résumé



Samer Al Jeref, MBA Business Development & Marketing Manager

Location: Saudi Arabia- Dammam
Education: Master's degree, Business Administration
Experience: 15 years
Mobile Phone: 00966500073418
Email Address: samerjeref@hotmail.com

PERSONAL INFORMATION:

Birth Date: 01 January 1972
Nationality: Syrian
Iqama Status: Transferable
Marital Status: Married
Dependents: 4

CAREER OBJECTIVES:

To obtain a position in a well-known Company where I can utilize my managerial knowledge, business skills, experience & quality assurance in contributing to the success and growth of the company that I will work for. This might be in sales, marketing, business development or key account management.

WORK EXPERIENCE:

Well organized, result oriented professional with more than 15 years' experience in Sales, Marketing & Business Development. Having a record in developing marketing strategy and new business with ensuring profitability in addition to the ability to oversee the overall related operations, recruiting & managing staff, creating budgets. and experiencing global expansion

ACHIEVEMENTS:

Throughout my career I could develop strategies, increase the sales turnover and achieve sales targets for the organizations that I worked for. Moreover, through hard work and building good relations with decision makers I could secure profitable projects such as the listed below:

- Tamimi Markets Central Distribution Center **30,000** Sqm of SAR **40** million value.
- Sa'ad Al-Elissa Metal Fabrication Factory Offices.
- STC Solutions offices in Dammam and Jeddah - Turnkey.
- Mas Paints, Retail Network Shop Concept "Design & implementation" in KSA regions.

I led Sigma Paints Retail Network Expansion Strategy in the ME and managed the Shop Concept Decoration Project for new dealers and Shop Upgrade for the current ones for more than **100** Shops in **4** years in **5** Countries.

JADAH EMAAR GENERAL CONTRACTING EST.– KSA (Jun. 2019 - Present)

- **Business Development & Marketing Manager**, Construction & Decor
 - Lead the business development strategy & Manage all marketing within the company.
 - Set the basics for the business development geographically and foresee future business expansion possibilities horizontally & vertically.
 - Develop the marketing tools and plan for awareness campaign.
 - Build the B2B (Project managers, consultants) & B2C (Business owners) data base.
 - Lead Communication to current & prospective clients.
 - Conduct regular and urgent meetings with clients, sub-contractors and suppliers.
 - Identify & increase sales leads.
 - Follow up on current customers list to make sure of service and maintain good relationship.

MEGA PROJECTS CONT. CO. – KSA. (Feb. 2018 - May 2019)

- **Business Development & Marketing Manager**, Fit out & Office Furniture
 - Develop the marketing strategy & Manage all marketing within the company.
 - Identify new & Increase sales leads for office furniture, Accessories, and services.
 - Promote the bespoke & imported furniture of the company.
 - Lead Communication Campaigns and communicating new products to clients.
 - Build the prospect Data Base of B2B (Project managers, Int. cons.) & B2C (Business owners).
 - Oversee the development of marketing literature & writing reports.
 - Conduct regular meetings with manufacturers and suppliers.
 - Visit the current & prospect projects through Direct & targeted Marketing.
 - Responsible for Market Studies and benchmark.
 - Responsible for the coordination of the Chinese “office furniture manufacturer” regular visit to Saudi Market.
 - Nominate and coordinate interior designing offices and engineering consultants’ offices for “office furniture factory” annual visit to china.

SIGMA PAINTS SAUDI ARABIA –Decorative Paint ME (Mar. 2004 - Feb.2018)

- **Marketing & Business Development Manager, Retail ME-**(Mar. 2013 - Feb. 2018)
 - Manage all marketing within the retail channel.
 - Develop the marketing strategy for the company in line with company objectives
 - Coordinate marketing campaigns with sales activities & overseeing the retail channel marketing budget.
 - Implementing Retail Network Expansion plan & campaigns in order to increase market-share and pursue aggressive growth targets.
 - Liaise with dealers on the new staff recruitment and the related training.

- **Marketing & Business Development Supervisor, Retail KSA, (Mar. 2009-Feb 2013)**
 - Responsible for marketing intelligence, new dealer prospecting, Launching & activation , coordinating all internal and external marketing in addition to promotional efforts including merchandising, community relations, public relations, events, and demos.
 - Developing dealer network concepts. Liaise with the sales team the dealer network expansion from A to Z. Scanning, mapping & defining white spots.
 - Measure, evaluate, and analyze the marketing programs as and when needed.

- **Sales & Marketing Executive, KSA & Export – (Mar. 2004 - Feb. 2009)**
 - Responsible for the implementation of the marketing plan and the related activities in the KSA. WP, EP & Export Countries.
 - Product benchmark, price benchmark, and products launch on dealer shops.
 - Organizing the marketing seminars and factories visits. Conducting market research, market studies, update company profile and enrich PR content.
 - Lead the Export Countries annual marketing plans and follow up on the related budgets
 - Supervising Implementation of Shop upgrade & new opening in the area.

EDUCATION:

- Master's degree, Business Administration, MBA (2008 -2011) SVU, Syria – Damascus
- Bachelor's degree, BA, (1990 -1994) Al-Baath University, Syria – Homs

SKILLS:

- Market Planning.
- Communication. Negotiation & Presentation Skills.
- Computer & Language skills (Arabic, English & French).

TRAINING COURSES:

- PMP & PMF: March 2012 - Gulf Training Center
- Selling Skills: April 2008- Sigma Paints
- Communication Skills: Sigma Paints Academy
- Presentation Skills: Saudi HR Co.
- Time Management: Sigma Paints Academy
- Self-Improvement (Awaken the Giant): The Saudi Training Institute -Dr. Suliman Al-Ali
- Interior Design & develop Common taste: Make A skill Initiative- Al-Youm Newspaper

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