

ARAFAT AL-GOHARY

National Sales & Marketing Manager

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➤ Summary:

Sales and Marketing Manager with 19+years of experience who successfully expanded company's market shares through strategic sales initiatives and handled creative direction of many marketing campaigns through meticulous business planning and effective social media marketing, with skills in partnership development and negotiation.

➤ Experience:

- ◆ National Marketing & Sales Manager Saudi Mais Medical co. Mar 2019 - Now
The field: FMCG + Cosmetics Dammam, Saudi Arabia

▶ Responsibilities: -

- Same responsibilities as the previous company, with an increase in the following: -
 - ✓ Create new items (Private Label) from the beginning to end.
 - ✓ Conducting marketing research for the company's current items and new items and submitting the results to decision-makers.
 - ✓ Develop sales and marketing plans to raise the company's market share in (target markets)
 - ✓ Forming various departments and assisting the project.
 - ✓ Participation in new feasibility studies.
 - ✓ Preparing the balance sheets for the marketing and sales department.
 - ✓ Preparing the estimated budgets for the marketing, the sales, promotion and advertising department.
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- ◆ Marketing & Sales Manager Sweet Water Ltd. Co. Nov 2011 - Mar 2019
The field: FMCG Dammam, Saudi Arabia

▶ Responsibilities: -

- ✓ Analyses, Plan, implement and manage annual marketing & sales strategy
 - ✓ Establish the marketing budget and marketing plans, and follow up it, and track return on investment
 - ✓ Design, plan and execute effective marketing campaigns, and establish the appropriate media and advertising to achieve marketing objectives
 - ✓ Build brand awareness and contribute to product development
 - ✓ Organizing and following up market research and understand how markets are changing
 - ✓ Hire, coach and empower my team (PMs / RSMs / ASMs) to achieve their objectives for sale and marketing
 - ✓ Manage all profit and loss and expenditure items in all marketing sections
 - ✓ Use CRM (Customer Relationship Management) systems, Maintain relations with customers
 - ✓ Work to raise market share by increasing sales volume and activation of marketing programs
 - ✓ Organizing and following Conferences, Festivals and Exhibitions
 - ✓ Determine the look and content of the websites and social media outlets, maximizing visitor conversion
 - ✓ Develop a manual of policies and procedures for sales and marketing
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- ✓ Liaising extensively with principal dealers and suppliers, establishing positive professional relationships with a diverse range of people.
- ✓ Delivering increased revenue and profitability by gathering market intelligence and developing sales & marketing plans which exploit opportunities to gain market share.
- ✓ Follow competitors' price, promotions, and advantages
- ✓ Monitor market changes and manage risks periodically to update goals and strategies and develop future plans
- ✓ Provides proposals for required improvements with the Production and Post-Sale Services Department to provide the best customer service based on their requirements
- ✓ Follow up Logistic operations
- ✓ Contribute to the overall growth of the company
- ✓ Creation and execution of the annual, quarterly, and monthly strategic sales plan in line with forecast growth targets
- ✓ Determine the monthly demand and annual demand is expected (Forecast).
- ✓ Make the reports that are useful to the work (visits report - customer coverage - contracts with customers - the proposed sale customer - the follow-up commission for salesmen - returns report - monthly sales proposal - monthly demand for stocks - the proposed development of the itineraries - the proposed development of the area in full - report development of customer sales - the annual budget - customer sales Report - classification customer - sales comparisons and ratios developed)
- ✓ Determine the annual budget for sales and marketing
- ✓ Follow competitors' price, promotions, and advantages
- ✓ Creation, implementation and follow up of the monthly offers.
- ✓ Setting the optimum pricing levels and discount rates.
- ✓ Maintain excellent relationship with existing customers.
- ✓ Achieve the annual and the monthly company target in terms of Sales, coverage, and distribution according to the annual & month plans
- ✓ Keeping track of the daily sales versus target and objectives.
- ✓ Ongoing follow up to ensure credit limit, aging & days of credit per customer..
- ✓ Pay periodical visits to key accounts to maintain good business relationships and represent a positive image of the company.
- ✓ Vision of any new threats, challenges & competitor's activities
- ✓ Motivate, improving and daily follow up with the sales team to insure better coverage, higher levels of distribution, target achievement & relationship with customers.
- ✓ Understanding of customer requirements and knowledge of quality principles
- ✓ Training and qualification of sales in the company's
- ✓ Regulation and supervision and evaluation on sales activities
- ✓ Setting sales targets to be achieved for all Sections and all branches
- ✓ Identify target customers and their classification
- ✓ Implementation of sales and marketing plan and supervise them accurately and effectively to achieve the company's goals

◆ **Regional Sales Manager**

Crystal Arabian Group.
The field: FMCG

May 2011 - Nov 2011
Dammam, Saudi Arabia

- ✓ Manage the Branch for sales, warehouse, personnel, procurement, and accounts
- ✓ Hire, coach and empower my team to achieve their objectives for sale
- ✓ Creation and execution of the annual, quarterly, and monthly strategic sales plan in line with forecasted growth targets
- ✓ Determine the monthly demand and annual demand is expected (Forecast).
- ✓ Make the reports that are useful to the work

➤ **Certificates :**

| Date | Certificate | Place |
|-------------|---------------------------------------|------------------------|
| 2010 | English Business conversations | Direct English Academy |
| 2016 | leadership and supervisory skills | Electronic University |
| 2016 | E-Marketing skills | Electronic University |
| 2016 | Sales skills | Electronic University |
| 2020 | Customer Service - Know your Customer | Electronic University |
| 2020 | Preparing media campaigns | Ethrai - KSA |

➤ **Personal Information:**

- **Birth Date** : 18 November 1978
- **Nationality** : Egyptian
- **Education** : - Bachelor of Commerce, Accounting (Cairo University)
- Master of Business Administration, MBA
(EBU University – entrepreneurship & Business)
- **Languages** : Arabic (Mather language)
English (written, spoken and read reasonably fair)
- **Knowledgeable with MS windows and Office**
(Word, Excel, PowerPoint....)

*Best regards,
Arafat Al Gohary*