ARAFAT AL-GOHARY

National Sales & Marketing Manager

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0220

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. The field: FMCG + Cosmetics Mar 2019 - Now Dammam, Saudi Arabia

<u>Responsibilities:</u> -

- 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.

<u>Marketing & Sales Manager</u>

Sweet Water Ltd. Co. The field: FMCG Nov 2011 - Mar 2019 Dammam, Saudi Arabia

<u>Responsibilities:</u> -

- ✓ 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
- \checkmark Build brand awareness and contribute to product development
- \checkmark 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
- Wranage an profit and loss and expenditure items in an marketing sections
 Use CPM (Customer Polotionship Monogement) systems. Maintain relations with
- ✓ Use CRM (Customer Relationship Management) systems, Maintain relations with customers
- ✓ Work to raise market share by increasing sales volume and activation of marketing programs
- \checkmark Organizing and following Conferences, Festivals and Exhibitions
- \checkmark Determine the look and content of the websites and social media outlets, maximizing visitor conversion
- \checkmark Develop a manual of policies and procedures for sales and marketing



- ✓ 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
- \checkmark 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)
- \checkmark Determine the annual budget for sales and marketing
- \checkmark Follow competitors' price, promotions, and advantages
- \checkmark Creation, implementation and follow up of the monthly offers.
- ✓ Setting the optimum pricing levels and discount rates.
- \checkmark 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
- \checkmark 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
- \checkmark Training and qualification of sales in the company's
- ✓ Regulation and supervision and evaluation on sales activities
- \checkmark 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

<u>Regional Sales Manager</u>

Crystal Arabian Group. The field: FMCG May 2011 - Nov 2011 Dammam, Saudi Arabia

- ✓ Mange the Branch for sales, warehouse, personnel, procurement, and accounts
- \checkmark 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
- \checkmark Determine the monthly demand and annual demand is expected (Forecast).
- \checkmark Make the reports that are useful to the work

- ✓ 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
- Sales Supervisor Retail & S-M (Lurpak –puck –Dano Milk)
 Danya Foods Ltd. (Arla Foods Co.) Sep 2009 - May 2011 Dammam, Saudi Arabia
 - Same responsibilities as the previous job, plus the following: -
 - ✓ Direct supervision of salesman and sales supervisors and provide the necessary support to enable them to develop the company's sales
 - \checkmark Setting sales targets for the sales supervisors to achieve and follow-up
- <u>Sales Supervisor</u>

Danya Foods Ltd. The field: FMCG Jun 2004 -Sep 2009 Dammam, Saudi Arabia

- ✓ I was handling all the staff in Al Hassa branch. And Merchandiser team
- \checkmark Follow the market on a daily and the work of the Status of competing products reports
- ✓ Setting sales targets for the sales team to achieve and follow-up
- ✓ Preparation of annual, monthly, and daily plan for field visits and goals required for company customers and supervise and participate in the implementation
- \checkmark Setting and supervision of incentives and commission sales for the sales team
- ✓ Develop the skills of salesmen
- ✓ Contribute to the implementation of the annual marketing plan
- ✓ Follow-up administrative matters pertaining to the salesmen with different departments

| <u>Supermarket Representative</u> | Mansour Distribution Co. The field: FMCG | May 2003 - May 2004 Cairo, Egypt |
|-----------------------------------|---|-------------------------------------|
| <u>Retail Representative</u> | Mansour Distribution Co. The field: FMCG | Jul 2002 - May 2003 Cairo, Egypt |

Personal Skills :

| Negotiation skills | Communication and interpersonal skills |
|--|--|
| Creating or changing business environment | Supervisory & Management skills |
| Building high performance teams. | Problem solving & Decision making |
| Effectiveness in the workplace and Flexibility | Work under pressure |
| Ability to plan & Training skills | Vision, Development, Guidance |
| Organization of work within the administration a | Self-confidence, Ability to convince |
| manner conducive the completion and | Tact and good-looking |
| implementation of the business smooth and | organizational and time management |
| flexible manner | Entrepreneurial spirit |
| Doing reports that work (for a team of sales and | dynamic personality. |
| marketing, and to connect with other departments) | Ability to lead and motivate sales staff |
| | |

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