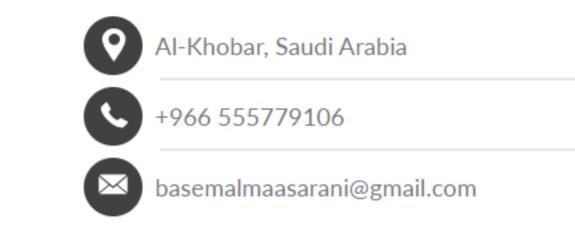


# ABOUT ME

Dedicated sales manager with twelve years of experience in exhibitions & events industry. Proven record of sales growth and handling key accounts. Experienced in training and motivating the sales team. with a creative background in 2D\3D design and Audioviuals.

# BASSEM Almaasarani

SALES MANAGER



# WORK EXPERIENCE

ALHARITHY GROUP FOR EXHIBITIONS Al Khobar Sep 2016 - Present

- Head of Eastern Province Branch
  - Developing and implementing business plans
  - Assessing market conditions and identifying opportunities
  - Overseeing the activities and performance of the staff
  - Qualifying sales team through ongoing training, motivation, and mentoring
  - control expenses and operational costs
  - Interacting with customers to ensure satisfaction and gain useful feedback

# LANGUAGES

#### ENGLISH

#### ARABIC

# PERSONAL DETAILS

Date of birth 12 Nov. 1976

Nationality Syria

Visa status Valid Residence

Marital status Married

## ALHARITHY GROUP FOR EXHIBITIONS

Jeddah Feb 2012 - Aug 2016

## • Key Accounts Manager

- Building loyal and strong relationship with strategic clients
- Develop sales plans to increase revenue and profit
- Researching and identifying sales opportunity
- Preparing business proposals and presentation
- Planning the execution schedule to ensure the timely and successful delivery of the project.

# Marketing Executive

- Developing marketing plans and activities
- Implementing marketing campaigns within the budget.
- Coordinating with business partners in all marketing aspects
- Analyze market trends and developing marketing strategies based on analysis and surveys

INTERNATIONAL COMPUTER COMPANY Jeddah May 2009 - Jan 2012

# **Computer Skills**

Photoshop

Lightroom

Illustrator

Sketchup

3D Max

Lumion

AutoCad

Corel Draw

#### Microsoft Office suite

## FAHD ADVERTISING

Abha

Sep 1998 - Apr 2009

### Art Director

- Talk to clients to develop an artistic approach and concepts
- Supervise graphic designers, printing and production staff
- Coordinate with opreation department
- Develop detailed budgets and timelines
- review the final designs\ artworks for final approval

## EDUCATION

### ALEPPO UNIVERSITY

Aleepo, Syria 1998

### High school diploma

Electric Engineering Netwoorks

# SKILLS



## COURSES

