# ARAFAT AL-GOHARY

 **Marketing & Sales Manager**

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 : Birth Date: 18/11/1978  : Nationality: Egyptian : https://[www.linkedin.com/in/arafat-al-gohary-35799864](http://www.linkedin.com/in/arafat-al-gohary-35799864)

* **Summary:-**

An established Marketing & Sales Manager with 19+ years of experience in the Advertising, FMCG, and Cosmetics fields. With a proven track record of success looking to lead or join an innovative and dynamic team. Self-motivated, I approach each challenge with an open mind Innovative thinking, often thinking outside the box, having deep knowledge in the marketing space position me to deliver sought-after results while utilizing multiple marketing channels. Capable of efficiently expanding companies' market shares through developing, executing, and measuring strategic marketing & sales. As well as driven management in marketing campaigns /generating new products/digital marketing, improving brand awareness successfully from conception to completion

### Experience:-

### National Marketing & Sales Manager 03/2019 - Present

###  Saudi Mais Medical co. (FMCG + Cosmetics) Dammam, Saudi Arabia

### ► *Responsibilities*: -

### Overseeing and Developing implementation of the marketing strategy, and brand strategy for new and existing products targeting both offline and online consumers

### Execute and Develop online campaigns, events, automated digital marketing, and PR and tracking campaign effectiveness and adjusting strategies accordingly

### Maintaining a strong online company voice through social media to improve the reputation and recognition of the brand

### Planning, executing and improving Web, SEO/SEM, Email, and advertising campaigns with appropriate keywords

### Experience in handling (Google Analytics, WebTrends, Google Adwords, Microsoft BI, etc.) with internet marketing tools according to internet marketing trends.

### Generating the creative content idea, and advertising for digital and traditional marketing efforts to increase public awareness of the brand.

### Negotiated new contracts with vendors, saving the marketing budget 650.000 S.R annually

### Develop sales and marketing plans to raise the company's market share in the target markets

### Forming various departments and assisting the projects.

### Participation and preparation in new feasibility studies and estimated budgets and balance sheets

### Conducting marketing research for the company's current items and new items

### Create new items (Private Label) from idea to completion

### Improved Marketing ROI and website performance including bounce rate, visitors on site, and conversions. And performance indicators (KPIs)

### Interacted regularly with stakeholders and customers.

###  Marketing & Sales Manager 11/2011 – 03/ 2019

###  Sweet Water Ltd. Co. (Bottled Water) (FMCG) Dammam, Saudi Arabia

### ► *Responsibilities*: -

### Undertake continuous analysis of the competitive environment and consumer trends, making adjustments as needed to be nimble with an ever-changing market.

### Recruited and trained 36+ marketing and sales specialists, empowered and motivated my team (RSM/ASM /SV/SM)Working closely with the company’s sales and marketing team, enabling them to meet their objectives by providing them with opportunities and ensuring better coverage, higher levels of distribution

###  Improving overall sales targets by 40% while maintaining 88% in employees with balanced the costing

### Directed the launch of 5 new products lines, with total annual revenue of 3M SR

### Developed the promotional campaign by bundling products together, increasing sales revenue 40% on average.

### Analyses, Plan, and implement marketing & sales strategy in line with sales target and production forecast and determine it annually and monthly effectively to achieve the company's goals

### Establish the marketing and sales budget and marketing plans, follow up on it

### Design, plan and execute effective marketing campaigns, and establish the appropriate media and advertising to achieve marketing objectives

### Organizing and following Conferences, Festivals, and Exhibitions sections

### Use CRM systems (Customer Relationship Management), Maintain relations with customers and identify target customers and their classification and understand their requirements

### Follow competitors’ prices, promotions, and advantages and have a vision of any new threats, challenges & competitors’ activities

### Make the reports that are useful to the work (contracts with customers - monthly sales proposal - the proposed development of the area in full -the development of customer sales - customer sales Report - classification customer - sales comparisons and ratios developed)

### An 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.

### Develop a manual of policies and procedures for sales and marketing

### Regional Sales Manager 05/2011 – 11/2011

###  Crystal Arabian Group. (FMCG) Dammam, Saudi Arabia

### Manage the Branch for sales, warehouse, personnel, procurement, and accounts

### Hire, coach, and empower my team to achieve their objectives for sales

### Creation and execution of the annual, and monthly 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

### Achieve the annual and the monthly company target in terms of Sales, coverage, and distribution according to the annual & monthly plans

### Ongoing follow up to ensure credit limit, aging & days of credit per customer

### Setting the optimum pricing levels and discount rates.

### Sales Supervisor Retail & S-M 06/2004 – 05/2011

###  Danya Foods Ltd. (Arla Foods Co.) (FMCG) (Lurpak –puck –Dano Milk..) Dammam, Saudi Arabia

### Direct supervision of salesman and provide the necessary support to enable them to develop the company's sales

### Setting sales targets for the sales supervisors to achieve and follow-up

### Manage all the staff in the branch, and merchandiser team and develop their skills

### Follow up on the market daily and work on the Status of competing product reports

### Setting sales targets for the sales team to achieve and follow-up

### Preparation of annual, monthly, and daily plans for marketing, sales, and field visits and goals required for company customers and supervising and participating in the implementation

### Supermarket Representative 05/2003 – 05/2004

###  Mansour Distribution Co (FMCG) Cairo, Egypt

### Retail Representative 07/2002 – 05/ 2003

###  Mansour Distribution Co (FMCG) Cairo, Egypt

### Education:-

###  - Master of Business Administration, MBA 2019 - 2022

###  EBU University – Entrepreneurship & Business

###  - Bachelor of Commerce, Accounting 1997 - 2001

###  Cairo University

### Personal Skills:-

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| --- | --- |
| Negotiation / Communication / InterpersonalCreating or changing business environmentBuilding high-performance teams.Effectiveness in the workplace and FlexibilityAbility to lead and motivate sales staffEntrepreneurial spiritDynamic personality | Supervisory & ManagementProblem-solving & Decision makingWork under pressureVision, Development, GuidanceSelf-confidence, ability to convinceTact and good-lookingOrganizational and time management |

* **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:-

### Languages : Arabic

### C:\Users\arafa\AppData\Local\Microsoft\Windows\INetCache\Content.Word\four000000.png English

* **Knowledgeable with MS Office:**  (Word, Excel, PowerPoint….)

## ***Best regards,***

***Arafat Al Gohary***