

# ARAFAT AL-GOHARY



## Marketing & Sales Manager

🏠 : Dammam, Saudi Arabia

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🎂 : Birth Date: 18/11/1978

📍 : Nationality: Egyptian

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### ➤ 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, 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. (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
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➤ **Personal Skills:-**

<ul style="list-style-type: none"><li>▪ Negotiation / Communication / Interpersonal</li><li>▪ Creating or changing business environment</li><li>▪ Building high-performance teams.</li><li>▪ Effectiveness in the workplace and Flexibility</li><li>▪ Ability to lead and motivate sales staff</li><li>▪ Entrepreneurial spirit</li><li>▪ Dynamic personality</li></ul>	<ul style="list-style-type: none"><li>▪ Supervisory &amp; Management</li><li>▪ Problem-solving &amp; Decision making</li><li>▪ Work under pressure</li><li>▪ Vision, Development, Guidance</li><li>▪ Self-confidence, ability to convince</li><li>▪ Tact and good-looking</li><li>▪ Organizational and time management</li></ul>
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➤ **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 ●●●●●  
English ●●●●●
- **Knowledgeable with MS Office:** (Word, Excel, PowerPoint....)

*Best regards,*

*Arafat Al Gohary*