

MOHAMMAD ABUZZAIT

📍 ALKHOBAR, SAUDI ARABIA · 📞 +966544219912
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📅 29 Aug, 1989

Possess sound knowledge of advanced marketing strategies and proficient in coordinating a marketing team to achieve set objectives. Looking to apply my skills in marketing management capacity at Pine Industries

WORK EXPERIENCE

01/2019 – 08/2021

MARKETING MANAGER, SAMARA GROUP (TASWIA & PARKING SOLUTIONS)

KHOBAR/EASTREN PROVINCE - SAUDI ARABIA

- Set sales goals on quarter basis, compare performance to goals, and adjust goals accordingly.
- Designing strategic sales plan to expand company's customer base and boost sales.
- Managing all the company sales and constant coordination with marketing department.
- Asses and guide sales team through processes and procedures, analyze and identify opportunities in the market for improvement and development.
- Setting individual sales target and tracking sales goals.
- Cultivating and educating sales team knowledge about the products and their importance.
- Recruiting, hiring, objective setting, and coaching sales representatives.
- Build long lasting customer relationship with existing customers by understanding their needs.
- Analyzing and identifying emerging markets and market shifts to be fully aware of competitor's status.
- Measure and report the performance of marketing campaigns to the senior executives.
- Handling social media, public relation effort, and content marketing.
- Identifying competitors to evaluate and analyze their insights.
- Responsible for arranging and coordinating all seminars, exhibitions, and events to emphasize on the importance of the products to the customers.
- Work collaboratively with sales team to achieve current projections and reach more potential customers.

08/2015 – 09/2017

CUSTOMER ACCOUNT MANAGER, HALA (ISNADAT) SUPPLY CHAIN SERVICES

KHOBAR/EASTREN PROVINCE - SAUDI ARABIA

- Supervisor on direct sale: managing employees for providing all logistics and supply chain services to the customers.
- Responsible for providing Records Solutions Services.
- Bringing E-commerce contracts for online stores witch using last mile delivery service.
- Maintain company's existing relation with customers by achieving customer satisfaction.
- Constantly building new business relationships.
- Follow up, Quotation, and closing deals.

- Preparing reports: (quarter reports, pipelines and market share).
- Design marketing strategies and media proposals.
- Analyzing the market and presenting it in exhibitions and seminars.
- Carry out targeted sales schedule set by the Sales Management.
- Assisting staff to resolve complex or out of policy operational problems.

01/2014 – 05/2015

COMMUNICATION AND MARKETING EXECUTIVE, LEGRAND FRANCE

RIYADH/CENTRAL REGION - SAUDI ARABIA

- Prepare brand visibility to approach main distributors of Legrand’s products towards better understanding of products advantages.
- Covering the market place with advertising tools such as bill boards, brochures, sample boards, danglers, see through stickers, banners, stands, etc.
- Responsible for arranging and coordinating all seminars, exhibitions and events to brief audience and customers about the product.
- Arrange financial budgets for the marketing programs.
- Coordinating between Retail department and distributors.
- Reporting to top management all events and recommendations to promote the products.
- Worked on promoting incubators (TATUS) in local market on part time basis.

01/2013 – 01/2014

ASSITING MARKETING MANAGER, SHERBINY HOLDING COMPANY

KHOBAR/EASTREN PROVINCE - SAUDI ARABIA

- Assembles consumer rating reports by compiling, consolidating, formatting, and summarizing information, graphs, and presentations.
- Updating competitor database by inputting data from field sales.
- Publishes pricing schedules by verifying freight rates, charges, and allowances.
- Supports sales presentations by assembling quotations, proposals, videos, slide shows, demonstration and product capability booklets; compiling account and competitor analyses.
- Prepares mailers and brochures by formatting content and graphics and arranging printing.
- Maintaining market library by checking and replenishing inventory.
- Providing marketing tracking and research information by collecting, analyzing, and summarizing data and trends.
- Updates job knowledge by participating in educational opportunities.
- Accomplishes marketing and organization mission by completing related results as needed.

EDUCATION

OCTOBER 2007 – JUNE 2012

BACHELOR DEGREE IN MARKETING, ZARQA UNIVERSITY – ZARQA, JORDAN

JUNE 2007

CERTIFICATES

03 – 04/2012

- Conversation Course held by Zarqa University.

02 – 03/2012

- Training of trainers Course held by Zarqa University.

03 /2011

- Selling Skills: Office of King Abdullah II Fund for Rehabilitation Career Zarqa University.

SKILLS

- Communication skills and networking ability
- Pricing and planning
- Strong verbal and written communication skill
- Innovative
- Problem solving
- Commercial Awareness
- Result oriented
- Prioritize and effectively manage time
- Microsoft office tools
- Leadership

LANGUAGES

- **Arabic:** Native or Bilingual Proficiency
- **English:** Native or Bilingual Proficiency

REFERENCES

References are available upon request.