

PERSONAL INFORMATION

Name : Aziz Jameel Nameh.
Nationality : Syrian.
Date of birth : 21-Dec-1982
Marital status : Married.
Visa Status : Employment Visa (Transferable).
E-mail : aziz.jameel@yahoo.com
Mobile contact : +971 55 7474412
Driving License : "Dubai" Exp: 2024



PROFFESIONAL OBJECTIVE

Passionate and energetic, with a proven professional record of accomplishment, interested in new challenges where I can use my skills to drive and implement set targets. great Management experience to apply my high standards of skills, trainings, knowledge, and experience and turn them in the best form of results to achieve high standards.

KEY STRENGTHS

- Creative, practical, lateral thinker believing 'Impossible is Nothing' and 'Delivery is everything'.
- Excellent communication skills with developed persuasive skills.
- Strong ability to lead by example, coach and mentor.
- Exceptional people management skills, high personal work standards including enthusiasm.
- Confident in delivering any responsibility undertaken within promised delivery dates.
- Superior ability to achieve immediate and long-term goals.

SPECIALTIES / EXPERTISE

Marketing Planning & Management, New Business Development, Sales Management, Budgeting & Consulting, Training, Customer Service, Receivables Management, Forecasting, SAP Software Implementation, Account Management, Customer Satisfaction, Operation Management, Negotiation, Team Management, Pricing, Strategic Planning, CRM, Competitive Analysis, Social Networking, Team Leadership, Time Management, Product Marketing Development, media Productions and Marketing Analysis.

WORK EXPERIENCE

CITRUSS TV

(Regional Marketing Manager - MEA)

Feb 2020 to Present

Drive marketing strategies & plans that lead to maximum number of conversions through full-fledged marketing campaigns developed creatively and in a way that understands the region with a focus on TV, digital & social marketing. Build solid social media environment that meets the brand guidelines and values resulting in higher traction and engagement with the audience, along with marketing budget end to end, collaborating with media agencies as a partner for success.

Operational Marketing:

- Manages all operational **retail marketing**, including, design and implementation of campaigns, events, promotional (tactical) campaigns, visuals (overseeing conceptualization, production, and installation) and collateral (design and production).
- **Digital Marketing:** Supporting online activity with digital marketing initiatives, display advertising, social media marketing, and content marketing, Creation of viral marketing content with the assistance of bloggers and other content marketing partners, Assisted with translation for campaigns & content for ecommerce.
- **Media Planning:** Strategically develop and execute comprehensive media plans across digital and traditional channels in line with campaign requirements using the best leadership techniques to work with the team to achieve success stories together.
- **ROI – Campaign Management:** Monitoring progress of each campaign. Evaluating campaign performance to prepare ROI reports for management review, & helped increase sales by 30%.
- **Resource Management:** Maintain strong working relationships with media partners MBC, contractors, artists, and various entertainment provides to always ensure the optimal rates for services received. Successful campaigns in the region meeting all market's needs.
- Create **strategic & tactical partnerships** with diversified sectors in the region to build successful campaigns. sectors like apparel, banking and other entities to increase revenue.

- Develop sales, market share and ASP objectives so that margins and competitive position will be optimized.
- Develop on a timely basis relevant inputs for preparation of strategic operational and financial plans.
- Organize and prepare business plans and submit for approval to execute realistic annual sales and promotional plans to meet sales and profit objectives.

Plans includes:

- ✓ Product promotion for new and existing products.
 - ✓ Pricing structure and stocks status.
 - ✓ Optimization distributor current network and potential routes to market.
 - ✓ Optimizing Business plans as agreed to ensure right success.
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- Identify all significant changes in the market on our competitive position that has an influence on our short term and long-term objectives.
 - Report to Director of Sales & Marketing with accurate sales forecasts in assigned territory.
 - Analyze sales results, ex-factory and in-market, by distributor, by customer and by product in cooperation with marketing.
 - Gather data from distributor (forecasts, sales & stock reports, price monitoring, trade terms, price structure...) to analyze and ensure business growth.
 - Alignment of trade plans, recommendations in cooperation with marketing and monitor execution.
 - Conduct regular market visit with distributors to ensure brand executions are advancing.
 - Regular meetings, calls and follow up with distributors (monthly calls, quarterly visits, daily cooperation).
 - Monitoring of competitive situation analysis on regular basis.
 - Handling distributors requests and inquiries, contacting relevant departments: (CS, regulatory, legal, supply, finance, marketing).
 - Maintain strict control over all approved expenses.
 - Support distributors with Marketing support and ensure executions are aligned with company strategies.
 - Drive and motivates distributors sales force by providing training to adhere to the strategy and importance of realizing key objectives of our brands.
 - Develop effective sales organization through the selection of qualified collaborators, and annual reviews with all subordinates to align our mission & vision.

Achievements:

- ✓ Expand company portfolio in Africa and Middle East.
- ✓ Established new registrations in MEA region for our brands.
- ✓ Expand current portfolio (NPD's) by adding new category.
- ✓ Achieved set targets with distributors (Quarterly basis).
- ✓ Implemented corrections on prices in the region.
- ✓ Launch social media for our brands with Distributor.

Responsibilities: Managing the transportation business in hotels, corporate and Schools.

- Ensure targeted numbers are achieved with the sales team.
- Monitor the sales revenues and enhance.
- Monthly reports on market updates for business and seek opportunities.
- Increase market share of our transport services in Dubai.
- Meetings with potentials clients for expanding business.
- Assist the sales team with tools and support them achieve their goals.
- Weekly reports analysis with the team to benchmark and have status on the competitions.
- Participate in main events / exhibitions to boost the sections of transportation.
- Support schools with events to increase awareness of safety.
- Analysis on the sales and set market targets / forecast to the team to achieve.
- Involved in pricing as per the market needs and have win-win situation.

Achievements:

- ✓ Achieved contracts in Schools and Hotels.
- ✓ Perfect service implementations in different channels.
- ✓ Achieved set targets by the sections (quarterly basis).
- ✓ Participate in main events for all our services.

Al Khayyat Investment (FMCG)
(Trade Marketing Manager)

October 2014 till November 2017

Responsibilities: Handling three major brands in UAE Market: **(DUREX, BAYGON & STABILO)**.

- Execute all Trade activities across all channels with aim of growing the channel sales with adequate ROI%.
- Execute Brand and Trade Marketing plans while ensuring that Sales, Merchandising and Promoters receive the necessary support for preparations.
- Identify & invest behind key business drivers / category / Channel.
- Conduct frequent market visits & assessment, in-depth tracking & analysis of competition activities, nature, frequent overall price proposition per channel & market, ensuring items falls within the right price brackets & funds being efficiently utilized.
- Directly involved with top retailers for In-store brand communication to insure perfect execution.
- Participate in brand meetings and present the market observations on a regular basis.
- Stock's review, new launch planning, annual budgeting, and Pricing structures planning.
- Consumer insights, promotions, shopping behavior in different geographies and outlets.
- Social media campaigns, dealing with third party agencies to boost the brand image.
- Ensure a positive P&L for the brands handled.
- Activity / promotion plans – Structured annual calendar plans with key accounts with channel managers.
- Attending store meeting for product launching and planogram implementations.
- Listings, reactivation, HO activity of key accounts & follow ups to ensure positive results.
- Develop operational strategic plans with the team to drive results and meet objectives.
- Monthly sales meeting to review the plans / actions / sales (what went wrong / what went right).

Achievements:

- ✓ Perfect phasing on the brands handled in market.
- ✓ Quarter / yearly target achievement.
- ✓ Healthy inventory P&L monitored monthly wise.
- ✓ Full brand implementations in market to meet principal needs.
- ✓ Launched the brands in all channels (Pharmacies, Gas Stations, Supermarkets, Groceries, Hypers & wholesalers).

Hoshan Pan Gulf - Dubai, UAE (16 Million USD)
(Sales & Marketing Manager / OEM Business Development)

January 2002 to September 2014

- Accomplish business development activities by researching, developing marketing opportunities.
- Customer's relationships and conduct on-going analysis of competition's pricing actions, sales volumes, trends, consumer promotion & advertising activity.
- Worked on sourcing suppliers abroad to launch company OEM brands to launch in the market.
- Implementing sales strategies on wholesalers with analysis on SELL-IN and SELL-OUT levels.
- Forecasting to ensure accuracy and avoid over/under stocks.
- Reporting & monitoring P&L by brand by country / by channel.
- Controlling P&L / budget, vis a vis marketing calendar, and manage distributor stock management.
- Managing entire products life cycle from strategic planning to tactical activities.
- Maintaining good relations with distributors and securing their needs and demands aligned with our company.
- Negotiating prices, Develop / train the Regional Managers to develop their expertise to increase revenue.
- Positioning/merchandizing the brands in the market.
- Staff training in product knowledge and selling techniques, staff incentives specially for Launches new products.
- Implementing the marketing plan/brands strategy in the Africa & CIS countries.
- Representing the company at various occasions by attending business meetings.

Achievements:

- ✓ Set goal targets by markets achieved.
- ✓ Perfect brand implementations by markets.
- ✓ Helped in brand developments OEM and launched them in the market.
- ✓ Travel abroad to source suppliers for the brands we carry.

LANGUAGES SPOKEN

- Arabic & English

IT SKILLS:

- Software's : SAP & Oracle (Implementation and work exposure).
- MS-Office : Excel, Word, Outlook & PowerPoint.

EDUCATION

- **2010 - 2011** : **MBA in Marketing** from Banasthali University on **May 29, 2011**
- **2007 - 2010** : **Bachelor of Business Administration** BBA in **Marketing** from Columbus University (GPA 3.19).