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Sr. Business Development

Every single team of employees needs a shove in the right direction from time to time.

ABDEL-RAHEEM EL-SAID MEHANNA

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ORGANIZATIONAL EXPERIENCE

Designation: <u>Sr. Business Development (Business Consultant)</u>

Employer: Moatamaden (Saudi Arabia) IT And Marketing Solutions Co.

Co. Profile: Jeddah - Saudi Arabia (Jan 2021 Till Present)

Key Responsibilities:

Research, identify and qualify new client opportunities

- Identify and participate in trade show events that provide high visibility and growth opportunities to the company.
- Sell Digital Marketing and Advertising SEO, Pay Per Click (PPC), Email Marketing, Social Media, Media Buys and Analytics / Strategy.
- Sell large scale e-commerce, Websites, Apps and CMS design and development projects
- Interface with potential clients to understand and manage client expectations.
- Successfully adopt company objectives and communication messages to properly position agency with client prospects
- Manage the business development process including research and planning, proposals, scope of work documents, and contracts.
- Assess clients business objectives to provide strategic marketing and brand recommendations
- Motivated team player that is results oriented.
- AND MORE.

SALES & MARKETING MANAGER (OFF/ONline)

Employer: My Hearing Center | Hearing Speech and Hearing Aids Center

Co. Profile: Jeddah - Saudi Arabia (July 2018 Till Oct 2020)

Key Responsibilities:

Marketing (ONLINE)

- Lead vision, strategy, and results for all paid acquisition marketing channels that drive incremental new customers.
- Develop and oversee effective SEO/SEM and content marketing strategies to help connect our customers and prospective customers to meaningful product and Services in Center.
- Drive strategy and growth through effective digital marketing strategies.
- Produce and communicate weekly/monthly report to internal stakeholders.
- Identify trends and insights and optimize spend and performance based on the insights.
- Collaborate with the marketing and digital team and other mentioned Freelancers to build up our Digital Marketing Identity, leads and conversions.

Marketing (OFFLINE)

- Visiting Doctors and clinics which they had ENT Department to Present our Services and Products, Dealing and create all agreements with the terms of our company.
- Confirming our identity and Tone of Brand on filed, customers and Market | Follow up the call cycle for all our Representatives.
- Manage and create Evaluations Sheet's, Support and Improve the QC Principals In/Outdoor.

- Formulate, direct and coordinate marketing activities and policies to promote Services.
- Balancing the CENTER objectives and Customer satisfaction.
- Seek and deal with distributors, Open New Markets and Searching for agents.
- Closes new business deals | Follow all Sales Reps, and Merchandisers in Pharmacies and Stores.

Designation: MARKETING & SALES MANAGER (25 Months). KEY ACCOUNT SUPERVISOR (12 Months)

Employer: DAAM GROUP (Saudi Arabia) Foods and Trading Co.

Co. Profile: Jeddah - Saudi Arabia (APRIL 2015 – Jun 2018).

Key Responsibilities:

• Good knowledge and understanding of company, products and services.

- Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action
- Plans, Productivity, quality, and customer-service standards; resolving problems identifying trends.
- Determining system improvements; implementing change.
- Arrange meeting with existing and potential clients. Identifies marketing opportunities by identifying consumer requirements, defining market, competitor's share, and competitor's strengths and weaknesses.

Designation: MARKETING & Sales Supervisor (30 Months)

Tour Leader | Sales and Marketing Rep. (11 Months)

Employer: NTS (EGYPT) – National Travel Service.

Luxor - Egypt (JAN 2010 - August 2014).

Co. Profile: (www.ntsegvpt.com)

Key Responsibilities:

- Maintains administrative staff by recruiting, selecting, orienting, and training employees;
 maintaining a safe and secure work environment; developing personal growth opportunities.
- Develop a strategy the team will use to reach its goal, ensure that all members understand the missions ahead.
- Establish an open discussion for decision-making., open to new ideas coming from team members.
- Manage the flow of day-to-day operations, listen to team members' feedback.
- Communicate clear instructions to team members, delegating certain tasks to trustworthy team members.
- Manage and guide the staff, inspire enthusiasm and stimulate their interests.

Designation: CEO'S EXECUTIVE SECRETARY. (19 Months)

Employer: <u>CECC - Consolidated Engineering Construction Company</u>.

DOHA - QATAR (FEB 2008 - AUG -2009).

Key Responsibilities

- Managing a workforce of 325 employees , Evaluating sheets, Creating MOM's , Memo's and All Kind of report to the CEO
- Entrusted with the responsibility of maintaining overall Project Quality, Safety, Progress, Cost Objectives and proper control of the Project Documentation.
- Liaise and coordinating with the main contractor for the Project Progress and areas of concern

Interpret and explain plans and contract terms to administrative staff, workers, and clients.

Designation: PERSONAL ASSISTANT (13 Months)
Employer: Prince Faisal Bin Sultan AL-Saud OFFICE

Riyadh - Saudi Arabia (Diplomatic Quarter) - KSA (Jan 2006 - Feb 2007)

Key Responsibilities:

- Provide general secretarial / administration support to senior managers & Directors.
- Organizing external / internal meetings attending them and taking minutes.
- Liaising with other staff regulatory authorities, suppliers and clients etc.
- Responsible for answering & screening telephone calls & face to face enquiries.
- Making appointments and arranging travel and accommodation.

EDUCATION

Education

Degree: Bachelor of Arts Oriental Languages Department, 2005.

Institute: South Valley University, Egypt.

Degree: Preliminary MA. Tourism Guiding (2 Years)
Institute: Higher Institute for guidance tourism in Luxor.

Training/ Courses Attended:

□ Network Administration & Management.

☐ General English Course in AUC

☐ Typing 50-60 words per min (English/Arabic)

IT Skill: Proficient with the MS Office suite, and the Internet applications

PERSONAL INFORMATION

Date of Birth: 21th Jun 1984.

Languages Known: English (writing, reading & speaking) | Arabic (native language).

Marital Status: Married.

Number of

Dependents: 3.

References: Available upon request.