**Mazen**

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**Personal Profile**

My objective is to obtain employment that would utilize my intellectual faculties and competitive personality where capability may lead to progressive enhancement and professional development. I am reliable and adaptable, can easily cope with changing situations; articulate and persuasive in written and verbal presentation; Skilful and can simplify task, while maintaining the right procedure, good quality and proper standard; Hardworking; with more than 14 years of work experience (multi-tasking jobs) particularly in Sales, Marketing & Public Relations.

**Key Skills**

**Sound knowledge of construction industry**

* Genuine passion and interest in construction.
* Experience on a variety of construction and renovation projects, giving me a broad understanding of the industry.

**Ability to work successfully as a member of a team**

* Team work is a key part of my current role, which involves working as part of a small team of sales assistant, as well as working within the larger site team towards the successful completion of the project.

**Excellent skills in stakeholder management**

* Specialist skills in subcontractor and tender management.
* Autonomous control of important external relationships.
* Good understanding of the importance of internal relationship management within the showroom and project environment.

**Education Summary**

Primary Education – English educated Year 1983 – 1987

Secondary Education till 4th Elementary Year 1988 – 1991

Vocational Education specialising in Refrigeration & Air Conditioning Year 1992 - 1995

Business Administration from Ibn Sina Technical Institute Year 1996 – 1999

**Employment Summary**

**RAK CERAMICS L.L.C May 2013 – Present**

* **Branch Manager**

Authorized by top management to take charge of opening the latest branch of RAK Ceramics in Abu Dhabi, and run its management. As I recently started to handle the management of the second branch of the firm in Abu Dhabi.

**HILTI GROUP Aug 2011 – Mar 2013**

* **Key Account Manager**
* Taking care of the top 6 customers like ACC, Alec, Al Jaber, Six Construction, Khansaheb and Al Habtoor.
* Marketing of Hilti’s innovation and new products to customers and prospects
* Develop & maintain UAE customers through direct selling
* Daily customer contact and support within the industry
* Provide high level service whilst building strong customer relationships

**RAK CERAMICS L.L.C May 1999 – July 2011**

* **Area Sales Manager July 2005 to date**

With the increase in production capacity coupled with market slow down, there was a new challenge to increase the sales without giving up on the look out of the Showroom follow up

* **Showroom Manager July 2004 – July 2011**

RAK Showroom in charge with the increase in range and diversification of products in Ceramic Tiles, GP Tiles, Sanitary Ware products, Paints and Mixers.

Initial follow up of outdoor sales in both Ras Al Khaimah and Fujairah market.

With the boom of Ras Al Khaimah projects like Al Hamra Construction, The Cove Rotana, Mina Al Arab and others, I struggled to get all the prestigious projects successfully.

Pressure to score all these projects by facing pressured meeting with contractors and architects followed by more pressure to deliver the materials on time with high esteemed.

* **Senior Sales Executive in RAK showroom** **July 2000 - June 2004**

Indoor direct sales to local area market and walked-in customers with a progressive sales target within a small team.

Under pressure and my strong perseverance always achieved my targets and above giving me more satisfaction to be recognised and climb the ladder of my career.

* **Sales Executive in Sharjah showroom** **May 1999 – June 2000**

Starting in a very competitive market region and making direct sales to local market.

Harsh pressure and target orientated under management to be the leader in this market region.

Successfully achieve my objectives; I was transferred to Ras Al Khaimah showroom.

* **Sales Executive (Lebanon) New Car Showroom Year 1997 - 1999**

**Responsibilities:**

* Sales and purchase of all car brands (new & used)
* Ensuring high standard product display & efficient stock management.
* Ensuring customer satisfaction to highest standard.
* Helping in deliveries
* Rotating the stock
* Closing section with staff and assuring that replenishment is done
* Before opening
* Do a checklist every night after closing-
* Assist manager in placing orders
* Handle the inventory of the stoke and store

**Trainings Provided by RAK CERAMICS**

* Open communication
* Accreditations like ISO
* Integrity
* Creativity
* Environment
* Visionary thinking
* How to deal with difficult people

**Training Provided by HILTI**

Formal training and in-house courses have supplemented my extensive hands-on management experience:

* SAP system
* CRM 7 system
* Online Sales – E Business
* Training Techniques

**Languages**

English - Excellent

Arabic - Native

**Interest / Hobbies**

Reading, Sports, Bikes & Cars

**Referees**

Available upon request