 [Nahla.300179@2freemail.com](mailto:Nahla.300179@2freemail.com)

Nahla

**Summery**

A capable, results orientated general manager with experience of leading high performance teams and of successfully increasing efficiency and productivity in multinational company whilst reducing costs . Ability to keep a level head at all times, nurture and grow a business, evaluate opportunities and risks and also deliver innovative new solutions to challenges. Possessing excellent client facing and configuration skills and highly successful in helping define company direction, achieving goals and optimizing business.

Currently looking for a suitable managerial position with an ambitious company.

**Qualification Highlight**

Formulation and execution of Sales and marketing strategic plans with more than 12 years real estate experience in a managerial level and 2 years and half in general management level to achieve company goals introduction of innovative solutions and strategies to improve efficiencies development and implementation of robust operational processes profit.

Training and empowerment of employees to achieve key performance indicators, Strong revenue growth and performance excellence.

**Work Expenice:**

**General Manager FMCG -** general trading

Dec 2013 – present **Tecla Global fzco (UAE)**

Reporting to chairman.

- develop and implement strategies for revenue and profit growth.

- Evaluate market potential in new, overseas markets and convert findings into a proper Business plan with relevant objectives, Action Plans and Time Lines. Covering areas such as Sales Volumes, Pricing, Margins, Market Shares and Market Spends.

- Business development the marketing plan and inform the board director for the market needs for the products to develop the business.

- Estimate the Markets Potential for company's products in each Country market from my assigned countries markets covering Market research, Import Regulations, Competitors situation.

- identify and appoint Distributors in each assigned market + engage the Distributors with detailed plans for coverage and distribution objectives along with Distributors Sales team Training plan.

- Forecast the procure sales order from each assigned Country Market to achieve the agreed sales objectives.

- Setting up the Company Business plan for each Country Market which has to focus in meeting the company overall Objectives in this assigned market.

- Setting up the Brand Positioning & Strategies for each Brand product from my company various brand products for each assigned Country Market.

- Setting up the Brand Pricing Strategy and managing its execution within the various Trade Channels for each assigned Country Market.

-Designing the Promotions and Following up their execution for each assigned Country Market.

– preparing the reports to the board director meetings.

– The main goal business development plans and brands to suit the markets needs

- manage staff to establish a top performing team

Jan 204 - present

ElSorouk for development

Real Estate - Resorts

**Consultant Head of Marketing & Sales department**

Reporting directly to CEO.

- develop and execute short and long term marketing & Sales strategies including analysis, competition, positioning, messaging, tactics and budget.

Prepare sales annual forecast excepting based on market status.

Work with agency principal and clients on strategic positioning and planning.

Guide clients in branding, positioning and marketing implementation.

- Research industries and markets to identify growth opportunities for clients.

Recommend and lead approach for primary and secondary research to support client branding projects.

Assist principal on responding to new business opportunities including researching companies, writing proposals, preparing presentations and other new business efforts.

Participate in business development presentations and meetings as appropriate

Actively presents ideas to expand service offering and enhance positioning of the firm.

Provide regular written and oral feedback to vendors on market indicators and buyer interest.

Conduct market appraisals for prospective vendors.

Assist the organization gain a better market share by identifying, recommending and implementing improved selling and marketing strategies.

Responsible for accuracy and media in sections in relation to the marketing of a property.

Development the marketing plan and inform the board director for the market needs regarding the areas

June 2001- Nov 2013

**Sunrise for development S.A.E**

Real Estate and Resorts.

**Marketing & Sales Manager**.

Reported to CEO.

Develop the marketing plan and strategy.

pricing process for the units based on the marketing research.

meet the clients to explain the details about the projects company

Completion of contracts with customers

Agreement with advertising agencies regarding the printing materials and Ads.

Evaluate the financial statements regarding the sales .

Guide clients in branding, positioning and marketing implementation.

prepare marketing plans including strategic analysis.

Prepare the marketing budget .

Prepare the presentation for clients and board director.

Weekly and monthly sales reports for the board directors.

Participate in business development presentations and meetings as appropriate

Actively presents ideas to expand service offering and enhance positioning of the firm.

Provide regular written and oral feedback to vendors on market indicators and buyer interest.

Conduct market appraisals for prospective vendors.

Assist the organization gain a better market share by identifying, recommending and implementing improved selling and marketing strategies.

Responsible for accuracy and media insertions in relation to the marketing of a property.

Development the marketing plan and inform the board director for the market needs regarding the areas.

May 2000– June 2001

**Sunrise for development S.A.E**

Resorts and resorts Real Estate

**Senior marketing & Sales**

Reported to Marketing & Sales Manager.

Execute online marketing initiatives, integrating online and new media, email, printing material, direct mail, social media, company websites, SEM/SEO strategy development, brand awareness and drip marketing initiatives.

The ability to speak to how these channels work together is very important.

Develop, establish and maintain marketing strategies to meet organizational objectives.

prepare marketing campaigns with manager and analyze performance that leverage behavioral interest profiling to drive new client acquisition & sales revenue

Prepare reports by collecting, analyzing, and summarizing information.

prepare the content of sales presentations.

Focuses sales efforts by studying clients potential

Monitors competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc.

Handle sales customer service.

Worked at **Choice** for touristic as a marketing department.

Worked at the **Eastern Company** as a public relation department.

Worked at **Heidi resorts** as event coordinator.

Worked at **A.R.T** as editor

Executive director of El **helm** (documentary)

Editor at **Standby** magazine

**Education:**

9/1997 – 5/2000

**Bachelor of Mass communication 6 of October University**

Major: Broadcasting

Media, as well as public relation, advertising, marketing, How to influence and persuasion and doing market research prior to any marketing plan.

9/2005 - 12/2005

**Diploma of Marketing Management from Scientific informatics research academy**

Learned tactics and technique for the marketing plans and how proper management in the field of marketing and leadership.

7/2016 – 9/2016

**Diploma of Business development & Entrepreneurship**

**UK Collage**.

Under processing.

**Computer Skills**

Power Point

Excel

Word

AutoCAD

Internet proficiency.

**Language:**

Arabic (mother tongue)

Good command of written and spoken English

**Personal skills:**

General management, market research and analysis, Sales, Branding, Business development, Excellent communication skills, Advertising tools, Leadership, motivation, Organizing and planning, hard worker, decision-maker, Strong negotiation, commercial and interpersonal skills, creative, Ability to communicate with different levels with clients - Able to perform well under high pressure environments - customer relations - behavioral science.

**Interests and Activities:**

Social media, Reading, Music, Swimming, Basketball

**Personal information:**

Nationality: Egyptian

Date of Birth: 26th May 1979

Marital Status: Single.

Religion: Muslim