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| **Wassan****Wassan.320921@2freemail.com**Marketing professional with 12+ years of experience in strategic marketing, branding and advertising, digital and social media, with a focus on generating YOY growth and ROI. Diversified background and expertise across various business verticals, while translating business strategies and initiatives into bottom-line and growth. Seeking a senior role in marketing, within an ambitious environment to polish my skillset and add value where possible, working on marketing strategies, targeted towards growth, specifically in the education/higher education sector. |  |

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| **Professional Experience** |

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| Jan.13 – Aug.16  | **AMERICAN UNIVERSITY OF MADABA, Madaba, Jordan**  **MARKETING AND COMMUNICATIONS MANAGER*** Developed, managed and delivered the AUM Brand and brand guidelines, including brand messaging, liaising with stakeholders and media partners
* Compile da quarterly analysis report on marketing and brand progress, return on investment
* Managed the marketing department’s budget, whilst ensuring a comprehensive assessment and implementation of key strategic projects and initiatives
* Managed various events to maintain and promote the university’s proposition through exhibitions, outreach missions and other promotional activities
* Managed all related public relations responsibilities, by sustaining and expanding professional relationships with internal and external stakeholders, including; media partners, news agencies and other relevant parties
* Developed and managed a students recruitment program aimed at promoting the university to both national and international students
* Ensured proper university website maintenance and updates to reflect current affairs and promote the university’s offerings
* Managed social media engagements across the university’s platforms and presence, by ensuring accurate and up to date factual information is shared with prospect students and other relevant stakeholders
* Assisted the Director of Marketing in managing the day to day activities of the department and acted as deputy, as needed

Acted as advisor to the senior management team, with regards to marketing related matters |
| Aug.07 – Jul.13Oct.05 – Aug.07 | **BORSHEIMS, Omaha, NE****SALES ASSOCIATE***Fine jewelry store founded in 1870, a subsidiary of Berkshire Hathaway since 1989.** Provided exemplary customer service with product marketing, sales, and warranty issue resolution.
* Implemented Borsheims Mission and Sales Process to increase company sales. Responsible for meeting monthly sales goals and accounted for over $0.5 million in store sales. 5-time sales award winner.
* Managed and implemented store marketing and merchandise displays.
* Managed and organized store inventory and reconciled daily sales receipts/invoices.

**WHITEHALL JEWELERS, Omaha, NE****Manager***Whitehall Jeweler is a leading specialty retailer of fine jewelry in North America** Retail location manager responsible for daily operations.
* Managed employee staffing and scheduling. Responsible for personnel hiring and termination as well as conducting employee performance reviews.
* Provided exemplary customer service with product marketing, sales, and warranty issue resolution.
* Reconciled daily sales receipts/invoices.
* Implemented management initiatives for store upgrades.
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| Jan.04 – Oct.05 | **ZALES JEWELERS, Omaha, NE** **SALES ASSOCIATE***Zale Corporation is a leading specialty retailer of fine jewelry in North America, operating over 1930 retail locations.* * Received store sales and product training.
* Provided exemplary customer service with product marketing, sales, and warranty issue resolution.
* Responsible for meeting monthly sales goals and accounted for over $0.5 million in store sales.
* Reconciled daily sales receipts/invoices.

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| **Education** |

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|  | **B.a. in INTERNATIONAL STUDIES** SPECIALTIES: Global Strategic Studies and Middle Eastern StudiesUNIVERSITY OF NEBRASKA at OMAHA, Omaha, NEMINORS: Religions and Islamic Studies |

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| **Skills** |

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| ProfessionalLanguages Computer | * Strategic Planning
* Planning & Organizing Skills
* Research Skills
* Project Management
* Problem Solving Skills
* Analytical Thinking
* Creativity
* Communication & Presentation Skills

Fluently spoken and written English & ArabicExcellent knowledge of Microsoft Office & Internet |

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