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Wegdan

Sharjah -Alqassima.

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***Education***

* 2002: B.A. Business Administration – Alneelin University, Faculty of Commerce and Economy, Sudan.
* 2012: Professional Diploma from European Institute for Business Managers in Crises Management & Professional Management, Kuala Lumpur, Malaysia
* 2013: Professional Diploma from American Instituted in Marketing & Sales

Management, Istanbul, Turkey

* 2014: Excellent, Award Leadership in Management from American Instituted, Istanbul, Turkey

***Languages Known:***

Arabic – *Mother tongue*

English – *Bilingual*

French – *Communications*

***Career Objective***

5 years’ experience in developing and executing marketing strategies with the unique ability to understand the ongoing market scenarios and customers trends using exceptional marketing communication skills, including but not limited to:

* Strategic planning and leadership.
* Decisive: Capable of delivering quick solutions to the marketing challenges.
* Extensive work with all sources of media channels.
* Result oriented: Ability to achieve target within given time

***Personal Qualities***

* Initiative
* Interpersonal,
* Engagement
* Strategic Planning.
* Stress Tolerance

***Skills***

* New Business Development
* P&L Management
* Strategic Planning
* Operations Management
* Key Account Management
* Turnaround & High-Growth Strategies
* Customer Relationship Management
* Staff Training & Development
* Contract Negotiations
* Budgeting & Forecasting.

***Professional Experience***

**Marketing &Sales Manager** Sur International Turkish Company, Sudan Branch, 2014 to 2016.

***Key Responsibility:***

-Designed annual marketing plans to achieve the organizational goals and monitored the implementation of marketing strategies.

***Marketing Activities:***

* Managed entire product marketing cycle – Planning and applying the use of various sales strategies.
* Managed the budget of the marketing department.
* Initiated and coordinated advertising campaigns and promotional activities.
* Controlled all aspects of production line.

***Market Research:***

Conducting frequent surveys among the customers regarding the requirements of products at present and estimating the requirements in the future. Analyzed current market trend and competitor information.

***Marketing Manager*** RD&SN Kuwait Alrashed Alsinan Real state/ Malaysia 2011– 2013

***Key achievements:***

Developed marketing communication strategies for the launching process of new Products and the branding of existing products.

***Marketing Activities:***

* Prepared the pricing strategy of the product.
* Interacted with media for promotion of the product – Made key messages to attract the customer towards the brand name.
* Selected special products to be displayed at promotional events and exhibitions.
* Negotiated with the suppliers and vendors regarding distribution contracts.
* Maintained cordial relationships with the stake holders and shareholders of the company.

***Achievements***

* Reduce the marketing budget by 2% by proper planning.
* Successfully achieve targets in six consecutive months.

***Event Coordinatorfor*** Touristic & Real-estate, Sudan Branch 2008 -2012

***Key achievements:***

Introduce a marketing campaign that brought in many corporate customers
• Plan and execute successful events for individuals and corporate clients
• Ensure material and manpower is available for any events in progress
• Advise clients on setup options
• Provide clients with estimates on cost of events
• Maintain liaison with caterers and managers.

***Event Assistant*** Riw Albrier trading company, Sudan 2004 -2008

• Timely collected, maintained and delivered event and equipment materials which resulted a decrease in customer complaints from 20 to less than five complaints per month
• Entered event information through scheduling database that greatly enhanced efficiency
• Represented company on the telephone and at events
• Met, greeted and directed guests
• Set-up table, linen and decorations
• Designed, created, distributed and removed event signage