**IBRAHIM**

[**IBRAHIM.338039@2freemail.com**](mailto:IBRAHIM.338039@2freemail.com)

***An accomplished & knowledgeable professional*** *aiming for senior level assignments in* ***Sales & Marketing / Business Development / Brand Management*** *with an organization of high repute*

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| **SKILLS SET** | **PROFILE SUMMARY** |
| **Strategic Planning**  **Sales & Marketing**  **Branding**  **Corporate Communication**  **Advertising & Promotions**  **Customer Relationship Management**  **Public Relations**  **Team Management** | * A competent professional with 20+ years of experience in **Sales & Marketing, Business Development and Brand & Event Management** * Expertise in managing sales & marketing operations with accountability for incremental volume & profit growth * Proficient in designing annual business strategies for maximizing profitability * Gained significant exposure in winning high levels of business within a competitive market place * Hands-on experience in monitoring market trends and competitors’ activities to identify opportunities & key issues * Adept in developing commercial relationships with key customers & partners * Demonstrated abilities in overseeing marketing and advertising activities to ensure consistency with product line strategy * Well versed with concepts of Social & Digital Media Marketing, Mobile Marketing, Journalism Product Marketing, Media Relations, etc. * An effective communicator with good analytical, leadership, interpersonal, planning and problem solving skills |

**CORE COMPETENCIES**

* Overseeing business development operations and accountable for increasing profitability and achieving business objectives within budgeted parameters
* Developing & implementing strategic marketing & communications plan to improve product positioning, brand management, advertising & gaining competitive market share
* Developing, implementing and executing marketing initiatives and activities for their particular brand
* Driving business growth through identification of new market segments for attainment targets
* Monitoring a team on a daily basis, setting their performance indicators and reviewing them periodically
* Nurturing and deepening strong rapport with key accounts of the company to win confidence
* Mapping client’s requirements & providing best products to suit their requirements; generating business from existing accounts and achieving profitability & sales growth
* Driving sales initiatives & achieving desired targets with overall responsibility of exploring marketing avenues to build consumer preference and driving volumes
* Formulating strategies to enlarge core market base of the company while conceptualizing, planning and implementing processes to drive business volume growth

**WORK EXPERIENCE**

***Mar’15 – Jul’16: Al Zamn Establishment for Press, Publication & Advertising (AZaman Daily Arabic) as General Manager***

***Mar’14 – Feb’15: Information Bank for Directory Data as General Manager***

**Key Result Areas:**

* Coordinated with local & international agency and other publications
* Organized press conferences, events and specialized in social media & mobile marketing
* Designed brand development strategy & statistic systems and managed web site traffic growth & sales revenue
* Undertook activities related to:
* Strategic consulting including business plan & sales strategy development
* Recruitment and training of sales staff
* Setting sales objectives and targets across the company
* Delivered advice to new businesses on formation of corporations & business structures, drafting privacy policies and structuring commercial transactions
* Analyzed ways to create new revenue streams at every possible opportunity
* Functioned as an ambassador for the business; supported all sales activities within the company
* Formulated distribution strategies and advanced SEO strategies
* Responsible for:
* Developing & maintaining corporate relations and corporate social responsibility
* Providing leadership enabling its managers & employees and involving process with management & corporate decision making
* Analyzing market trends, assessing competitor activities, especially new products & services that they launch
* Keeping all senior managers and relevant parties appraised of performance
* Identified & oversaw new sales and business opportunities in targeted markets
* Participated in relevant sales exhibitions and conferences
* Accountable for providing regular & structured reports on performance; monitoring and managing the performance
* Collaborated with independent web designers to improve the navigation of a site to enhance its search engine ranking
* Accountable for applying for tenders and developing feedback mechanisms
* Executed work plans to meet expected targets; maintained a positive attitude that promotes team work within the cooperative and a positive image in the market

**Accomplishments across the tenure**

**At Al Zamn Establishment for Press, Publication & Advertising (AZaman Daily Arabic)**

* Shouldering the managing different department with 60 employees
* Steered efforts in undertaking activities related to newspapers (Azzamn Daily Arabic), advertising, sales, marketing, branding, promotions, distributions and collections
* Distinction of spearheading company’s advertising sales department and overseeing its day to day efficient running
* Played a key role in achieving set sales targets and winning major new business for the company

**At Information Bank for Directory Data**

* Efficiently looked after different department in coordination with 6 employees
* Held the accountability of establishing and leading the company's with all the department
* Significantly handled activities / functions related to:
* Directory (omanview.com) (http://infobank.kmamobile.com/) web design + apps, advertising, online advertising, sales & online selling, marketing & online marketing and mobile marketing, branding and promotions+ online
* Creating campaigns + online and social media (Face Book, Google, Twitter, LinkedIn, etc.)

**PREVIOUS EXPERIENCE**

***1999 – Mar’14: Oman Establishment for Press, Publication & Advertising (OEPPA) (Al Omaniya Advertising and Public Relations)***

***Growth Path / Deputations:***

*1999 – Dec’02: Head of TV, FM Department (Oman TV, FM)*

*Jan’03 – Dec’10: Deputy Director-Sales & Marketing – Head of Supplements Department*

*Jan’11 – Mar’14: Director of Sales & Marketing-Advertising*

**Highlight:**

* Efficiently managed the department of 60 employees; dealing with newspapers (Oman Daily Arabic & Oman Observer), Magazines, Oman TV, FM Radio, Outdoor advertising, Airport Advertising and Directory (Yellow Pages)

***1993 - 1999: Wattayah Motors as Seiner sales executive***

**Highlights:**

* Significantly handled Sales Department and expanded sales to double the target to include mass market accounts
* Played a key role in maintaining good relationship with large number of customer in deferent sector in the Corporate, Government and Industrial
* Served as Outdoor & Indoor Sales In-charge for the showroom

**ACADEMIC CREDENTIALS**

* BBA (Marketing) from MCBS College Muscat – Oman in 2013
* Degree in Associated Business Administration in 2011
* Secondary School Certificate from Sohar Secondary School in 1991

**PERSONAL DETAILS**

Date of Birth:13.06.1973

Address: Oman-Muscat

Language Known: English, Arabic, Hindi, Baloushi