

Anas Mohammad Ibrahim Abu Nada
Mob: 00966582384444, E-mail: abuyazan.a@gmail.com

Date of Birth: 14th September 1979

Nationality: Palestinian

Languages Known: English and Arabic

Marital Status: Married

Having a transferable Iqama and valid driving license

Looking for the position of functional to make achievements which remain fingerprint in the process of success of the company and to add it to my previous balance of achievements, and I'm special in:

- ⇒ Result oriented, to make a success in the organization.
- ⇒ 20 **years** of work experience with in-depth market knowledge of the FMCG sector.
- ⇒ Accomplished leader with proven ability to lead, mentor and evaluate a large and successful sales team.
- ⇒ Energized by challenges and relishing the track of creating market for new products.

EDUCATION & TRAINING COURSES

- ⇒ **Bachelor of BA** specialized in **Marketing in** King Abdul-Aziz University.
- ⇒ **Diploma In Marketing**, Professional Technical Training Institute
- ⇒ **Successful new managers** – Talal Abu Ghazaleh Consulting group
- ⇒ **Social media Manager Course**, WSI
- ⇒ **Course in planning & Managing Advertising Campaigns**, Academic Institute
- ⇒ **Attended a lot of training courses and follows with interest the developments of marketing, especially e-marketing**
- ⇒ **Expert in using the computer**

PROFESSIONAL EXPERIENCE

SAADEDIN PASTRY, RIYADH

Marketing Manager, Duration – 07/2016 up to now

Marketing Manager Assistant 07/2011 to 06/2016

NAJDIYAH MARKETING CO. LTD., RIYADH

Marketing Services Manager, Duration – 01/2010 up to 07/2011

Statistic Analyst + Assistant of Deputy GM – 2006-2009

Marketing Coordinator, 2003-2005

FAYHA AL-QASSIM WATER CO. (FAYHAA) ,RIYADH

Marketing Coordinator (Feb 2002 to Oct 2002)

AL-MAZRAH MARKETING EST., RIYADH

Market Researcher (Dec 1998 to Sep 2001)

CORE COMPETENCIES

- ⇒ **Strategic Planning**
 - Key decision making and strategic planning of market entry strategies relevant for enhancing business growth of start-up products.
- ⇒ **Marketing:**
 - Devising & implementing strategies to improve the brand and products awareness.
 - Planning, organizing, developing and implementing all marketing and PR programs to achieve the company marketing and financial goals.
 - Packaging development and designs to use the best in making the perfect customer experience.
- ⇒ **Advertising and Sales Promotion**
 - Evaluating and monitoring product launch campaigns and making them in accordance with target markets.
 - Monitoring promotion activities of competitors.
 - Build a brand image by all the available tools.

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- Launching products with less competition or exclusivity, so we get high sales without facing competitors.
- Good experience in digital marketing management, online stores and social media.
- Managing all marketing expenses and developing plans and mechanisms to reduce cost and raise ROI.

⇒ **Market Research**

- Managing and implementing all types of marketing research related to markets, consumers, brands and SWOT analysis.

⇒ **Brand Positioning & Awareness**

- Build brand awareness by ensuring maximum brand visibility and capture optimum market shares.
- Brand image building by branding campaigns and exhibitions and CSR activities.

⇒ **Product Management**

- Selecting product mix and developing new product in accordance with market potential and market size.
- Forecasting demand for a product and formulating pricing fitting the market demand. also expertise in developing innovative products packaging and designs.

⇒ **Human resource Management**

- Selecting teams and training them optimally in order to boost organizational growth and expansion
- Work as a team player to deliver quality services in market and generate successful business outcomes.

