

# Mohanad Alkhatib

Marketing & Training Specialist

## CONTACT

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## EDUCATION

2013 - 2019

Middle East University

Bachelor of Marketing

## skills

- Market Analysis
- Campaign Management
- Digital Marketing
- Microsoft Office Suite
- Microsoft AX System
- CRM Systems
- Strategic Planning
- Communication
- ROI Analysis
- Problem Solving

## Languages

- Arabic: Native
- English: Professional Proficiency

## Profile Summary

Marketing and Training Specialist with over 4 years of experience in brand management, market analysis, and training program development. Recognized for creating strategies that enhance brand awareness, drive sales growth, and elevate team capabilities. Skilled in strategic planning, CRM systems, and digital marketing, with a passion for developing and delivering impactful training programs. Seeking to leverage expertise in both marketing and employee development within a dynamic team environment.

## Work Experience

Trainer Specialist / Marketing Officer January 2023 – Present  
Dada Group – Amman, Jordan

- Developed and executed comprehensive training plans for external and internal employees, creating localized training materials and leading hands-on sessions to improve product knowledge and team proficiency.
- Conducted market analysis to inform competitive pricing strategies, supporting both training relevance and revenue growth through improved brand positioning.
- Designed and distributed targeted promotional materials for sales channels, enhancing engagement and supporting training initiatives around product features and benefits.
- Spearheaded innovative marketing campaigns in collaboration with government entities, elevating brand recognition and integrating training content to align with campaign goals.
- Negotiated with suppliers to reduce promotional costs, achieving savings while ensuring quality, with a focus on creating effective training tools and materials.
- Generated detailed reports with actionable insights to guide strategic decisions for training program enhancements and marketing initiatives.

Marketing Coordinator & Analyst January 2021 – December 2022  
Dada Group – Amman, Jordan

- Conducted market and competitor analysis, contributing to improved market positioning and strategy.
- Developed and registered marketing campaigns in alignment with regulatory requirements.
- Enhanced product positioning through targeted studies, improving overall brand perception.
- Built and maintained relationships with sales channels, optimizing product displays and driving sales.
- Delivered precise, data-driven insights to optimize pricing and campaign strategies.

Marketing Officer July 2020 – November 2020  
Addiqa Alalia - Industry & Trade – Amman, Jordan

- Led internal and external marketing efforts, significantly increasing brand visibility.
- Developed content marketing strategies that boosted engagement on social media platforms.
- Implemented customer follow-up protocols, fostering improved customer retention.

Sales Representative June 2019 – May 2020  
YAN Trading Company – Amman, Jordan

- Planned and implemented customer attraction strategies that successfully increased foot traffic.
- Consistently exceeded sales targets, maximizing customer satisfaction and loyalty.
- Managed customer service operations daily, streamlining efficiency and enhancing the customer experience.