

Mohanad Al Khatib

Marketer

Marketing professional with over +4 years of experience in brand management, market analysis, and campaign execution. Proven track record in increasing brand awareness and driving sales growth. Seeking to leverage expertise in digital marketing and strategic planning to contribute to a dynamic marketing team.

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WORK EXPERIENCE

Marketing Officer

Dada Group

01/2023 – Present,

Amman, Jordan

Tasks & Responsibilities

- Developed and submitted innovative marketing strategies, leading to a increase in brand engagement .
- Conducted market analysis and submitted competitive pricing proposals, resulting in a sales growth.
- Implemented targeted support initiatives for the sales department, boosting market presence and sales
- Created and distributed 5+ promotional materials, enhancing sales channels' engagement .
- Successfully negotiated with suppliers, reducing promotional materials costs while maintaining high quality
- Prepared detailed performance reports, identifying key areas for improvement, for suppliers
- Conducted competitive analysis, leading to the development of strategies that enhanced market competitiveness .
- Managed product pricing and updates, contributing to revenue growth.
- Created and executed promotional offers, increasing brand product sales .
- Suggested and implemented marketing campaigns, resulting in increase in brand awareness.
- Developed and delivered training materials, enhancing sales team's product knowledge and performance .
- Maintained strong communication with dealers suppliers, improving coordination and reducing issues in market.
- Successfully managed government collaborations, launching more than 5 major campaigns that increased brand recognition .
- Submitted comprehensive weekly reports, providing actionable insights .

Marketing Coordinator & analyst

Dada Group 

01/2021 – 12/2022,

Amman, Jordan

Tasks & Responsibilities

- Conducting marketing plans.
- Conducted competitive and market analysis, providing insights that market share .
- Marketing campaign ideas and their registration in the Ministry of Industry, Trade and Supply.
- Delivered accurate and timely data to the marketing department,enhancing pricing and campaigns effectiveness .
- Conducted detailed product studies, resulting in improvement in product positioning and strategy.
- Conducted daily market visits, optimizing product displays and increasing sales.
- Established strong relationships with sales channels.
- Submitted detailed reports, offering insights that improved marketing efficiency

Marketing Officer

Addiqa Alalia - Industry & Trade

07/2020 – 11/2020,

Amman, Jordan

Tasks & Responsibilities

- Led external and internal marketing efforts, increasing brand visibilityxternal and internal marketing officer
- Create compelling content marketing strategies, boosting engagement in social media.
- Achieved sales targets as a representative, contributing to a increase in sales.
- Effectively followed up with customers.
- Managed product pricing strategies, enhancing market competitiveness and sales .
- Act as a banking contact, to open new markets.

Sales

YAN Trading Company

Tasks & Responsibilities

06/2019 – 05/2020

Amman, Jordan

- Assisted in planning and implementing customer attraction strategies, increasing traffic .
- Coordinated daily customer service operations, improving service efficiency and customer satisfaction .
- Exceeded monthly sales targets for the first time in two years, increasing sales revenue by 25%.
- Successfully resolved customer complaints, improving customer retention and satisfaction .
- Managed and ensured timely delivery to customers.

EDUCATION

Bachelor of Marketing

MIDDLE EAST UNIVERSITY 

10/2013 – 08/2019,

Amman, Jordan

– GPA (Very Good 3.22/4.00)

LANGUAGES

Arabic

Native or Bilingual Proficiency

English

Good Working Proficiency

REFERENCES

References are available upon request

Skills

- Market Analysis
- Campaign Management
- Good team player
- Microsoft Office
- Microsoft AX System
- CRM Systems
- Communication Skills
- ROI Skill
- problem-solving skill