

MUHAMMAD ZAIN**Property, Business Development, Sales & Marketing Manager****Mobile : +968 9241 5951****Email : zeeaye8525@gmail.com****Muscat, Oman****CAREER SUMMARY**

An Executive Property Business Development and sales/Marketing Manager with seventeen years of experience in the Sultanate of Oman, specializing in real estate, including property/facility management, property leasing, sales and marketing, hospitality, market study, and comprehensive management and supervision of organizational assets. Progressed through roles such as Sales Officer at Golden Group of Companies (Safeer Hotels) for eight months, Property Manager at Al Ahlia Real Estate L.L.C. for eight years, Head of Property Management at Tibiaan Properties for two years, and currently serving as Co-Founder of Emerald Properties.

Backed by a solid educational background with a BBA (Hons) and multilingual capabilities in Arabic, English, Urdu, Hindi, complemented by working knowledge of Swahili and Balochi. Goal-oriented, with a proven ability to devise solutions to complex business problems, equipped with powerful communication and coordination skills, and fully committed to aligning with the ongoing objectives of the organization. Detail-driven, well-versed in business etiquette, adept at modern business practices, and proficient in employing expert-level capabilities to exceed requirements.

EXPERIENCE

Co-Founder : Emerald Properties - Muscat, Oman
Jan 2019 - Currently (Approx. 6 Years)

- **Established the Company from Scratch:** Successfully launched Emerald Properties by developing a comprehensive business plan, securing initial funding, and setting up operational infrastructure. Oversaw all aspects of the business from inception, including legal formalities, market research, branding, and strategic partnerships. Assuring the company growth by at least 50% year over year.
 - **Developed a Strong Client Base:** Implemented effective marketing strategies and sales initiatives that attracted a diverse range of clients, including high-profile investors, property owners, and tenants. Fostered long-term relationships through exceptional customer service and tailored property management solutions.
 - **Led a High-Performing Team:** Recruited, trained, and managed a team of skilled professionals, ensuring alignment with the company's vision and goals. Promoted a collaborative and innovative work environment that enhanced productivity and employee satisfaction.
 - **Sales and Marketing of High-Profile Projects:** Collaborated with local and well reputed developers like Danube Properties and Dar Global for the sales and marketing of ready and off-plan projects locally and internationally. Scoring many successful deals and further leasing the properties for the investors.
 - **Expanded Property Portfolio:** Strategically acquired and managed a diverse portfolio of residential, commercial, and mixed-use properties. Utilized market analysis and financial modelling to identify and capitalize on profitable investment opportunities, increasing the property's revenues by up to 100% in cases.
 - **Implemented Advanced Management Systems:** Introduced state-of-the-art property management software and systems that streamlined operations, improved efficiency, and enhanced data accuracy. Leveraged technology to provide real-time insights and superior service to clients.
 - **Achieved Financial Growth:** Drove the company's financial performance by increasing revenue from scratch to minimum of 50% annually, optimizing expenses, and improving profit margins. Regularly reviewed financial statements and implemented strategic initiatives that contributed to sustained growth.
 - **Ensured Compliance and Risk Management:** Maintained strict adherence to legal and regulatory requirements, ensuring all operations were compliant with local laws and industry standards. Developed and implemented risk management policies to mitigate potential liabilities and safeguard the company's assets.
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Head of Property Management : Tibiaan Properties - Muscat, Oman
Jan 2017 - Dec 2018 (2 Years)

- **Expanded Department Significantly:** Led a large team of representatives, resulting in a 100% growth in the property management department during my tenure. Focused on scaling operations and enhancing team capabilities to manage a growing portfolio.
 - **Secured New Clients:** Actively engaged with new customers by meeting decision-makers, delivering presentations on their assets, and negotiating mutually beneficial business models. Successfully expanded the company's client base and portfolio by 150%.
 - **Comprehensive Asset Management:** Took full responsibility for clients' assets, overseeing everything from renting and leasing units to ensuring the long-term value and maintenance of properties. Developed and implemented marketing strategies to maximize revenue and occupancy rates 15% on monthly basis.
 - **Set Revenue Targets and Recruited Talent:** Established revenue targets for the sales and marketing teams. Conducted interviews and recruited new staff, providing in-house training to ensure seamless integration and high performance of new hires while monitoring the KPIs of the team.
 - **Coordinated with Subcontractors:** Liaised with subcontractors to ensure the smooth functioning of all properties under management. Identified areas for improvement and took proactive measures to address potential issues, enhancing overall property quality and reducing the running costs by at least 50%.
 - **Maintained Client Relationships:** Consulted and advised property owners on the performance of their assets, maintaining transparent and healthy relationships. Regularly updated owners on the status and performance of their properties.
 - **Developed Annual Plans and Performance Reviews:** Set up annual plans and targets, assigned responsibilities to employees, and conducted monthly and half-yearly performance reviews. Established procedures and systems to evaluate departmental performance against benchmarks, ensuring continuous improvement.
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Property Manager : Al Ahilia Real Estate - Muscat, Oman
July 2008 - Dec 2016 (Approx. 8 Years)

- **Marketed and Rented Properties:** Successfully marketed and rented out properties, ensuring high occupancy rates and optimal rental income. Utilized a variety of marketing strategies to attract potential tenants.
 - **Expanded Property Portfolio:** Actively sought out and acquired new properties for management and rental. Built strong relationships with property owners to expand the company's portfolio and service offerings.
 - **Managed Maintenance Operations:** Assigned and supervised maintenance jobs to ensure properties remained in excellent condition. Coordinated with maintenance teams and contractors to address issues promptly and efficiently.
 - **Handled Contract Preparation:** Prepared and registered contracts with the Muscat Municipality, ensuring compliance with local regulations. Maintained accurate and up-to-date records of all property transactions.
 - **Maintained Client Relationships:** Cultivated and maintained healthy relationships with clients through regular visits, phone calls, and emails. Ensured client satisfaction by addressing their needs and concerns promptly.
 - **Provided Landlord Updates:** Regularly updated landlords on the condition of their properties, offering suggestions for future maintenance and improvements to ensure the long-term value and longevity of the properties.
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Sales Officer : Golden Group of Companies (Safeer Hotels) - Muscat, Oman
: Nov 2007 - Jul 2008 (8 Months)

- **Promoted Hotel Services:** Developed and executed sales strategies to promote hotel services, including room bookings, event hosting, and other hospitality services. Targeted various market segments to increase occupancy rates and revenue.
- **Built Client Relationships:** Engaged with potential and existing clients through direct sales efforts, meetings, and presentations. Established and maintained strong relationships with corporate clients, travel agencies, and individual customers.
- **Negotiated Contracts:** Negotiated terms and conditions of sales contracts, ensuring mutually beneficial agreements that aligned with the company's revenue goals. Handled client inquiries and resolved issues to maintain high levels of customer satisfaction.
- **Conducted Market Research:** Analysed market trends and competitors to identify opportunities for growth and improvement. Provided insights and recommendations to the management team to enhance sales strategies and market positioning.
- **Prepared Sales Reports:** Generated regular sales reports and forecasts, tracking progress against targets and objectives. Presented findings to senior management to inform decision-making and strategic planning.
- **Organized Promotional Activities:** Coordinated promotional activities and events to increase brand visibility and attract new customers. Worked closely with the marketing team to design and implement effective promotional campaigns.

EDUCATION

- **Bachelors in Business Administration (Hons)**
University of Punjab – Lahore, Pakistan

CORE COMPETENCIES

- Strategic Planning & Business Development
- P&L Accountability & Financial Management
- Market Expansion & Client Acquisition
- Team Leadership & Performance Optimization
- Advanced Property Management Systems
- Multilingual Communication & Stakeholder Engagement

LINGUISTIC SKILLS & ADDITIONAL INFO

- Multilingual with proficiency in reading, writing, listening & speaking of English, Arabic, Urdu/Hindi, Punjabi and working knowledge of Swahili, Balochi.
- Valid Oman driving license from 2007.
- Married and settled in Oman.