

# HAZEM MOBARAK

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## PERSONAL STATEMENT

I bring a wealth of experience in adapting to different sectors and driving innovation with a proven track record of success in developing and executing effective and strategic plans that drive business growth and profitability with a deep understanding of consumer behavior and market trends in MENA.

My strong leadership skills enable me to motivate and manage teams effectively.

Looking to leverage my skills and experience to continue driving growth in a suitable role with a focus on innovative and data-driven strategies

## WORK HISTORY

### Hassan Allam Properties

Cairo, Egypt  
Oct 2021 - Aug 2023

#### ● Property Marketing Manager

Driving revenue growth, managing client relationships, and optimizing business operations

- Managed supplier relationships, negotiated terms, and optimized the supply chain
- Implemented pricing strategies that maximized profit margins while remaining competitive in the market.
- Writing headlines that are clear, simple, attractive, and catchy
- Maintaining the brand's tone of voice and cultural relevance

### Electrolux

Jeddah, GCC  
Jun 2020 - Jun 2021

#### ● Consumer Marketing Research Manager

Achieved a 30% increment in sales and 5% in market share .(based from CI & MRC)

- Monthly and quarterly KPI performance reviews( SKU efficiency, marketing ROI, sales GP, distribution profitability,competition ,CS)
- Manage a \$ XX M marketing budget (Co-Ad/Op)and ensure efficient use of resources and provide regular updates on marketing performance(zero budgeting)

### Beko

Jeddah, GCC  
Apr 2019 - Apr 2020

#### ● E-Commerce Marketing Manager

Develop and execute strategies to optimize e-commerce operations including (Inventory,website and vendor management's)

Executed digital marketing strategies that contributed to a 50% increase in online and 10% in-store sales. (based from CI & MRC)

- Launching sales promotion, value proposition,product life cycle,
- Order fulfillment, identify trends, opportunities, and areas for improvement.
- Consumer acquisition/retention, measuring gross merchandise value(GMV), annual active consumer (AAC)and average order value (AOV)

### Electrolux

Jeddah, GCC  
Aug 2018 - Apr 2019

#### ● Commercial Operations Manager

Developed and implemented a comprehensive brand strategy that increased brand awareness by 35% and improved brand perception

- Directing, organizing, and implementing the regional e-commerce strategic plan including owned e-commerce and marketplaces
- Conduct business reviews ( P&L ,Opex, GP & OP analysis).
- Charge for commercial documentation to the assigned authorities

### Philips

Jeddah, Saudi Arabia  
Nov 2017 - Aug 2018

#### ● Key Account Manager

Expanded client commercial base by 30 % delivering goals surpassing planned forecast

- Forming new distribution partnerships and working with product line teams to introduce products suited to the consumer
- In charge of the full 360 scopes of marketing for each category, trade marketing, media to digital
- Negotiating pricing with vendors to ensure that products are sold at the best possible price while maintaining profitability

## **Electrolux**

Jeddah, Saudi Arabia  
Feb 2015 - Oct 2017

### **● Product Manager ( Saudi Arabia & Bahrain)**

Successfully launch several new product lines, resulting in a 25% increase in revenue and increase in market share

Managed the entire product lifecycle, from concept to launch, including defining requirements, creating prototypes, and coordinating testing and quality assurance

- Collaborated with engineering teams to prioritize features, plan releases, and ensure product development aligns with business goals
- Dominated all relevant channels for distributing and merchandising listed products

## **Tawzih Mobiles Distribution**

Dubai , UAE  
Jan 2011 - Jan 2015

### **● Business Development Manager (UAE & Saudi )**

Manage a \$ XX M budgets for operation management with network operators, key accounts, wholesaler

- Develop, implement, and monitor day-to-day operational systems and processes
- Leading negotiations, budgeting, purchasing and penetration/trends(GTM)

## **LG**

Jeddah, Saudi Arabia  
Oct 2008 - Jan 2011

### **● Assistant Product Manager**

Channel distribution & retailing

- PM from ordering and receiving shipments to creating layouts and special promotions
- Maximize store sales and manage the seasonal display and merchandising process from inspiration, idea generation, planning and execution

## **Matager Financial Service**

Jeddah, Saudi Arbia  
Mar 2006 - Sep 2008

### **● Realtionship Financial Advisor**

Providing financial advice across a variety of financial products and services for Commercials and Corporates businesses

## **Group C1**

Jeddah, Saudi Arabia  
Oct 2004 - Oct 2008

### **● Accountant**

Manage daily cash and prepares financial and credit reports

## **QUALIFICATIONS**

### **Ain Shams University**

Cairo, Egypt  
2000 - 2004

### **● Bachelor of Commerce Business Administration**

## **TECHNICAL SKILLS**

- Graphic & design ( Adobe Express)
- Google analytics, semrush , hubspot , hootsuite , mailchimp , shopify.
- Become a Project Manager(WBS - Resource management plan-PERT- Procurements ) - Linkedin
- Salesforce , ERP , quickbook.
- Optical Fiber Network (FTTH installations, Fiber networking testing, LAN , Splicing, OTDR , OLTS)
- Campaign Manager 360 - Google Digital Academy
- PFA (Professional Financial Accountant)

## **REFEREES**

Referees available on request.