

Curriculum vitae

Mustafa A. Al-Hefni
Experienced Key Account Executive



Personal information:

Name: Mustafa Ahmad Al-Hefni

Nationality: Jordanian

Gender: Male

Date of Birth: 02/07/1990

Marital status: Single

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Address: Al-Jubeiha, Dahyet Al-Rasheed, Anwar Al-Gharsi Street, Amman, Jordan

Job Experience:

➤ **01/01/2018 to 11/08/2018**

At Zumot Group Key Account Executive

- **Holding**

- Carrefour Hypermarket and Express
- Covering Carrefour head office

- **Selling:**

- Lays
- Tiffany
- Turko
- Dr Oatker
- Sirma

➤ **16/10/2016 to 15/10/2017:**

At Petra Investment Key Account Executive

- **Holding (Hypermarkets):**

- Carrefour Hypermarket
- Centro Stores
- Plaza (Ahlia Abella)
- Sameh Mall
- Miles Supermarket

- **Selling (P&G / Non-Food)**

- Tide
- Arial
- Bonex
- Downy
- Gellite
- Crest
- Oral B
- Fairy
- Pampers
- Always
- Head & Shoulders
- Pantene
- Herbal Essence
- Duracell Batteries
- Scotch Brite

- **Selling (Food)**

- Kellogs
- Pringels
- Cereal Bars
- Hala chips

➤ **07/07/2015 till 06/07/2016:**

Key Account Executive at Modern Arab Distribution

- **Holding:**

- Cozmo Market
- Yaser Al-Husami Stores

- **Selling:**

- Eveready.
- Energizer
- Pelican
- Phillips

➤ **11/09/2012 till 23/06/2015:**

Sales Representative at Delta Pharma Drugstore

- **Holding:**

- Pharmacies at Amman and Zarqa Cities

- **Selling:**

- Food Supplements
- Multi Vitamins

Experience Summary:

- **FMCG**
 - Food
 - Beverages
 - Oral Care
 - Hair Care
 - Detergents
 - OBSS
 - DPH
 - Grocery

Education:

2008-2012: University of Applied science in Amman, Bachelor of marketing

2007-2008: Sands National High School, Jordanian Tawjihi

Languages:

Arabic: mother tongue

English: Very Good

Training Courses

- Consumer Business Development – CBD
- Key Performance Indicators - KPI

Other professional skills:

- Sales forecast
- Target seeker
- Communication
- Teamwork
- Having a Valid Jordanian Driving License
- Willingness to learn
- Self-motivated
- Ability to work under pressure

Computer skills:

- Windows Operating System.
- Microsoft Office (Word, Excel, PowerPoint and Outlook)
- Searching and Internet browsing tools.
- Scan/ printing document tools.
- E-mailing tool

Interests:

- Events organization, meeting management, research
- Charity/Humanitarian organizations
- Environment sustainability

Hobbies:

- Bodybuilder (weight 80 kg), At Fuhase Championship (2004), 6th position
- Sport (swimming,boxing)
- Travelling