



MOHAMMAD ALHAMAMSHEH

**Social Media, Marketing & Business
Development Manager**

PERSONAL DETAILS

Bahrain – East Rifaa – Single – Jordanian
Driving License (Jordan, UAE & Bahrain)

CONTACT DETAILS

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PROFILE

High experienced level in CRM, Account Management, Business Development Management dedicated to continuous process improvement in the face of rapidly evolving and changing markets. Extremely results-orientated and proactive in addressing and resolving problems. Award winning of best performance in key account management, customer relationship manager, technical service management, sales & marketing deal closing, and business strategic management. Experienced portfolio manager with excellent client and project management skills. Action-orientated with strong ability to communicate effectively with technology, executive, and business audiences.

CERTIFICATIONS & COURSES

ITIL®, Digital Marketing Strategic Plan, Problem Solving & Decision Making, CCNA, Database Analysis, Google Cloud Platform Fundamentals: Core Infrastructure & Python Basic Programming.

EDUCATION

[Geneva Business School – UAE] – [09/2016 – 08/2018]

[MBA – Master in International Management]

- **Preliminary Thesis of Master:** Defining & Measuring the Quality of Customer Service of Telecom Operators in UAE: Targeting Mobile Number Portability (MNP) Customers Based on Data & Voice Services.
- **Final Thesis of Master:** Impact of Digitalization on Existing & Future Jobs in Government Sector in UAE.

[Al Balqa'a Applied University – Jordan] – [09/2008 – 06/2012]

[B.Sc. in Telecommunication Engineer]

- **Bachelor Thesis:** Transmit Antenna Selection for Space – Time Block Coding [STBC].

WORK EXPERIENCE

[AD Solutions – Kingdom of Bahrain] – [11/2018 – Ongoing]

[Social Media, Marketing & Business Development Manager]

- Developing an effective & engaging content across multiple social channels.
- Managing social media communities by organizing, scheduling & responding to daily posts across FB, Twitter, Instagram, YouTube, G+, and Snapchat.
- Maintaining the brand reputation and growing following & engagement in all platforms.
- Working closely with graphic design team to create a dynamic asset for posts.
- Specifying an ideal social KPI's with monitoring performance & optimizing a content to distribute it in a real time.
- Examining the data gathered from multiple sources & up-level findings & recommendations to improve.
- Managing & analyzing the social media reports.
- Drive and execute strategy for specified client list to grow Media Solutions business in Kingdom of Bahrain.
- Responsible for providing a proposal for each client & supplier.
- Managing the advertising & marketing strategy to develop client campaigns that meet their needs.
- Own and lead the sales & marketing process to improve existing partnerships (through up selling of product and services and sales optimization) and to build strong long term strategic commercial relationships, formalized in enduring contractual agreements.
- Creating a marketing research about the market-share in Bahrain area.
- Creating a marketing strategy for the advertising & marketing services provided by us.
- Determine the financial budgeting for our marketing strategic plan.
- Determine the expected revenues for each market field.
- Managing & analyzing the sales & marketing revenues.

[Etisalat Telecom Group – UAE] – [06/2015 – 08/2018]

[Manager/Client Relationship Management & Key Accounts]

- Built and maintained relationships with business client's segments [B2B, B2C & C2B] and key personnel within customer companies.
- Achieved client relationship targets and KPI's as set by the Head of Sales.
- Managed and monitored a day-to-day operational activity of the clients' demands.

SKILLS

Customer Service & Technical Support
Customer Relationship Management
International Business Management
Customer Experience Management
Networking & Telecommunication
Global Business Model Handling
Presales & Solution Architect
Microsoft Dynamics (BCRM)
Basic Python Programming
Digital Services Integration
Quality Management
Project Management
Cloud Computing
Digital Computing
Account Management
Data Analyst & Reports
Marketing Management
Leadership Management
Team Work Management
Social Media & Advertising
Sales & Account Management
Negotiation & Conflict Resolving
Hard – Working & E2E – Support
Microsoft Office & Big-Data Analysis.

PROJECTS

- **Etisalat:** Managed Services Projects for RTA, MOE, GHQ, AUH-Police, DXB-Police, Sharjah Municipality, SMB & Channel Partner.
- **Etisalat:** Customer Experience Management.
- **Umniah:** 3.75G (UMTS – EVO) Wireless Project.

LANGUAGES

- **Arabic** – *Native or Bilingual Proficiency*
- **English** – *Full Professional Proficiency*

- Updated the clients with his order, emails & other requests.
- Conducted business reviews to ensure clients are satisfied with their products and services.
- Attended meetings with clients to build relationships with existing accounts.
- Alerting the sales team to opportunities for further sales within key clients.
- Letting customers know about other products the company offers, working closely with Engineering, Solution Architecture and Sales Consultants.
- Handled customer complaints and respond to all business operation queries.
- Handled Global Business & VIP Customers.
- Escalating and resolving areas of concern as raised by clients.
- Carrying out client satisfaction surveys and reviews.
- Passing leads to the sales team and following up on progress.
- Liaising with internal departments to ensure client needs are fulfilled effectively.
- Monitored company performance against service level agreements and flagging potential issues.
- Updated the CRM and ensuring sales managers and solution architecture are aware of changes within clients.
- Managed sales campaigns, roadshows, and marketing offers.
- Managed Data & Reports Analysis.

[Etisalat Telecom Group – UAE] – [12/2013 – 05/2015]

[Analyst/Service Management & Projects]

- To give a solution design to customer and arranged for a technical discussion with customer to clear any technical issues.
- Escalated the suitable issues to management to deliver the service ASAP.
- Provide a quality managed services (Managed WAN, Managed Internet Leased Line, Managed Xpress Connect, M2M-service, Managed VPLS, IDA & IDA+ (Internet Dedicated Access)) to Customers.
- Working closely with sales & presales to clear pending issues with delivered approximately (200-300) managed service (Routers) per month.
- Deal with B2B Enterprise, SMB & Channel Partner segments to deliver continuous achievements in delivery and customer satisfaction.
- Managed Data & Reports Analysis.

[Umniah Telecom Company – Jordan] – [11/2012 – 11/2013]

[Analyst/Service Management & Projects]

- Upgrade around 650 Links for 3.75 G Network by PATHLOSS program and calculated the interference between the links.
- Used Pasolink V4, Huawei, ZTE, RTN, XMC2, SDH & Other Radio Models.
- Import a different frequency to de-sign the links, test the links & configuration the VLANs.
- Increase the capacity, outage working in operation centers and maintenance the towers.
- Handled a swapping project between ZTE & Huawei devices.

[Umniah Telecom Company – Jordan] – [02/2012 – 10/2012]

[RF & Network Optimization Engineer]

- RF Back Office technical support solution (Customer Support).
- Testing radio network performance by using TESM devices.
- Signal performance controlling.