Dear Recruitment Team,

Hope you are doing well.

I am having a high interest for the new opening positions in your organization as I am very enthusiastic at the prospect of joining your team and leveraging marketing, communications, business development and sales with broad experience in telecommunications, FMCG, financial services and retail to help your organization to have better performance and productivity.

My strength is being a creative problem solver, with the ability to identify process gaps and implement proven sales and marketing solutions in order to drive revenue growth. I offer a successful background generating media and public interest through creation of brand identity, media campaigns, and client communications. I love working with a team to achieve a common goal, and I know my background and experience have prepared me for any role. I look forward to becoming a valued contributor to this phenomenal team. I've seen your company consistently listed as one of the top places to work. I've read employee testimonials and heard of your enthusiasm for encouraging employee growth through education, training, and vast resources.

Kindly find enclosed in the CV the proven success of stimulating revenue growth, expanding territories, and generating new revenue streams.

Thank you in advance for your consideration and I look forward to your call.

Best regards,

Zuhair Ali Baba

**­­­**

**ZUHAIR ABDULGHANI ALI BABA**

**Details**

* Nationality : Bahraini Marital Status : Married
* Date of Birth : March 12th, 1981
* Contact : +973 33021000 / +973 17403733
* LinkedIn : <https://www.linkedin.com/in/zuhair-ali-baba-77139332/>
* E-mail : [zuhair\_81@yahoo.com](mailto:zuhair_81@yahoo.com)

**Career Summary**

Senior management professional with broad telecom, retail and FMCG marketing and business development experience. Incorporating strategic planning, qualitative and quantitative research and analysis. Solid ability and skills set to provide creative, innovative, enthusiastic and forward-thinking leadership and achieve goals.

**Education**

* University of Hull – **Masters of Business Administration** – UK.
* Sikkim Manipal University – **Bachelor of Business Administrations** – India.

**Technical Competencies**

* **Certified Trainer** – Soft Skills Processional – Ministry of Labor Bahrain.
* MS Office: Word, Excel and Power Point Knowledge. SAP, AS/400, Siebel and iScala ERP systems.

**Competencies**

Public Relations, Corporate Communications, Analytical Skills, Sales and Marketing Management, Leadership Management, Project Management, Negotiation Skills, Talent Management, Communication Skills, Presentation Skills, Social Media Campaigns, Professional Product Launch, Article Writing Skills.

**Training and Development**

* Service Leadership Workshop – Ron Kaufman – 2012
* Retail Selling and Customer Service Skills - BIRD – 2001

**Achievements**

* Signed the very first corporate business deal with **BATELCO** **Bahrain** as a partnership with The Lost Paradise in that increased business over +10%.
* Marketing plans in achieving sales growth that consistently outperformed key competitors and the industry, resulted in 30% becoming profitable in 2016, for the first time in over nine years at **The Lost paradise water-park (**Bahrain’s’ biggest waterpark).
* Double digit growth in **DGH** of 13% and above target of 8% value and volume sales in all business segments and capturing all market demands in 2013, increases in market-share from 80% to 85% in local Bahrain market.
* Winner volunteer of the **INJAZ Bahrain** 10th annual Company Program – The Company Contrive 2018. Conducted BTV and channel 55 interview about the event and company program.

**Special Projects**

* **Three months’ project:** Set up of new Marketing Department for Al Yousuf Exchange, as the exchange company had not build up the department and hired me to consult and prepare the basics of setting up and run the marketing department.
* Special **BTV report on Dilmun Waterpark** promoting the company and its new facilities, lead into high increase in visitors and locally and regionally.
* Manage and lead the team that launched the new **Nescafe Ice Coffee** in GCC region and have launched it in Bahrain, Kuwait and Qatar achieved +15% target.

**Professional Experience**

1. **Al Bayan International Services Nov 2018 – Present**

**Director – Marketing and Business Development:**

* Develop and execute the business plan (market/network) development strategy.
* Oversee the entire marketing process, performance of social media accounts, campaigns and ensure team is compliant to deadlines, strategy & any other client requirements.
* Lead, manage and motivate the Marketing team, Overseeing the company’s marketing budget, and interview, hire, and train staff members.
* Prepare analytical and performance reports as required for management and Board purposes.

1. **Millennium Training Center Dec 2018 – Present**

**(Part Time) Soft Skills Trainer – Interpersonal Development:**

* Conduct interpersonal and specialized business courses.
* Build relationship with the decision makers within potential investor organizations.
* Participate in strategy reviews, strategy development and the operationalization thereof.

1. **Bahrain Telecommunications Company (Batelco) Dec 2016 – Oct 2018**

**Indirect Channels Manager / Marketing and Communications / Business Development:**

* Develop and lead a marketing/PR department to develop and execute new concepts, business models, channels and partners to position business as innovator and leader, Develop and maintain the company's corporate image and identity.
* Collaborate with sales and sourcing to develop strategic partnership activities and implement the execution framework and strategic plan on identified opportunities.
* Plan marketing strategies Online Marketing and manage E-Commerce business with new and existing clients and customers.
* Manage special events and sponsorship, parties introducing new products, or other activities the firm supports in order to gain public attention through the media without advertising directly.
* Manage in-house communication courses and other training in soft skills.

1. **Ithmaar Holding Feb 2015 – Nov 2016**

**Marketing and Communications Assistant Manager:**

* Lead the developed and implementation of annual strategic marketing plans that resulted in consistent sales increases, in a flat growth industry. Evaluate emerging technologies. Provide thought leadership and perspective.
* Drive the development and implementation of media strategies improving efficiency and accelerating sales growth and profitability in markets representing nearly 50% of total sales.
* Direct development of B2B, B2C and local marketing programs that drove incremental annual sales.
* Produce a cohesive social media content that includes communications goals and brings together different marketing activity, informed by the strategy, research or insights.

1. **Dawani Group Holding W.L.L. B.S.C. Mar 2013 – Jan 2015**

**Sales and Marketing Manager:**

* Develop pricing strategies, balancing firm objectives and customer satisfaction.
* Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
* Formulate, direct and coordinate sales and marketing activities/policies to promote products/services, working with advertising and promotion managers.
* Research competitors/Competitor Analysis and provide suggestions for improvement
* Negotiate contracts with vendors and distributors manage product distribution, establish distribution networks and develop distribution strategies.

1. **Nestlé Middle East S.A. Nov 2004 – Feb 2013**

**Field Operations – Marketing Manager:**

* Contribute to the development of the communication and branding section objectives and participate in their achievement by performing and delegating communication, marketing and branding related activities.
* Develop sectional policies, procedures and frameworks ensuring efficient and streamlined operations across the communication and branding section.
* Monitor competitor activity and recommend appropriate responses.
* Develop and oversee implementation of corporate branding and communications strategies, plans and campaigns (including internal and external brand development).

1. **FK International Oct 2003 – Oct 2004**

**Purchasing – Marketing Manager:**

* Promoting new opening shops and new ideas in the organization to increase and enhance the work level to the optimum benefit through ATL and BTL.
* Purchasing and negotiating products, managing the purchasing process.
* Daily reporting to management and orders to staff for checking the vendors and suppliers, enhancing work by selecting the best supplier with the best quality and price.

1. **Bahrain Duty Free Shops Aug 2001 – Sep 2003**

**Senior Buyer:**

* Purchasing, selecting and negotiating of the products to be sold in the retail department and operating business. This includes traveling to different countries to view the whole range of product lines per category and seasons of the brands, to ensure the highest profit and margin.
* Product launch and promotion, staff incentives schemes and space rental, product selection to ensure best source, quantity, product assortment and quality, display and merchandise.

1. **Al Ahram Trading Centre Bahrain Jul 1999 – Jul 2001**

**Sales and Marketing Executive:**

* Branch management and leading the sales team and shift duty.
* Market the new products and contact client base through emails, fax and telephone calls.

**Languages**: Arabic, English and Persian (Fluently) and Hindi and Urdu (Advanced).

**Hobbies**: Play saxophone, flute and clarinet, play music, travel, reading, and participating in social activities.

**References:**

1. Fadi Roueissy – General Manager at Nestlé Middle East – email: [lebrox@yahoo.com](mailto:lebrox@yahoo.com)
2. H.E.MP. Dr. Hesham Al Asheeri – MD at Millennium Training Center – email: [asheeri@gmail.com](mailto:asheeri@gmail.com)