



Mohammed Al-Shaikh

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Profile

- 1- I really would like to Design and lead research (focusing on consumer behavior), with in-depth analysis for all business purposes. I want to improve my skills in Strategic marketing fundamentals diagnosis and other things like :
A- Brand creation, Development and Sustaining.
B- Brand building based on the market and consumer understanding.
C- Marketing strategy development and execution .
- 2- I'm experienced in dealing a with new product development business justification, planning, forecasting, pricing, product launch, and marketing of a product at all stages of the product lifecycle. Similarly, product lifecycle management (PLM) integrates people, data, processes, and business systems. It provides product information for companies and their extended supply chain enterprise.

Areas of Expertise:

- Brand Management.
- Consumer Behavior.
- Business analysis.

Qualifications:

- Bachelor's Degree in marketing – Prince Sultan University Riyadh – Saudi Arabia
- Diploma in English Language and literature, EF London United Kingdom - London.
- Certified Marketing Management Professional (CMMP).

Memberships

- International Institute of Marketing Professionals (IIMP).

Software Skills:

- Microsoft Office.

Work Experience

Brand Manager

Assr Al-Jawal Co. January 2019 – Present.

Huawei, Tablet/MBB 4G-5G Routers.

Lenovo, Tablet.

- Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term.
- Planning and execution of all communications and media actions on all channels, including online and social media.
- Assisting with product development, pricing and new product launches as well as developing new business opportunities.
- Creating and managing promotional collateral to establish and maintain product branding.
- Managing the budget for advertising and promotional items Considering (ROI).
- Competitor and customer insights analysis.
- Analysis of sales forecasts and relevant financials and reporting on product sales.

KPI's Description

- 1- Sell-in (MBB and Tablet).
- 2- Sell-through Target (MBB). KDR, IR and Online channels .
- 3- Sell-through Target (Tablet). KDR, IR and Online channels

4- Reporting:

- Weekly Report (Huawei & Lenovo SMR meeting).
- Monthly Report (Target Achievement and adjustment).
- Quarterly Report (Target Achievement and adjustment).
- Tracking the weekly devices activation for all the channels with full detailed analysis.

5- Company Team Relationship:

- Pricing.
- Marketing.
- Logistic.
- Promotion setup till launching and closing.

6- vendors Team Relationship:

- Forecast
- P.O processing
- Shipment follow-up
- Claims (Rebate Agreements, Price Drop and Promotions implementation).

7- Visits:

- Market Visit checking (price, stock availability and display).

Retail Manager:

Lava International Limited, June 2017 – January 2019.

Mobile Devices.

Setting sales goals, and establishing training programs for the organization's sales supervisors and representatives.

- Manage the full process of Regional Managers, supervisors, B. A's and Promoters with all departments in all over KSA.
- Manage and build a strong relationship with the distributor by setting the distribution plans and keep tracking their performance to reach the agreed target.
- Manage and lead the flow of communication between marketing and operation team for all KSA operations.
- Monthly market visits to all regions in KSA to assess the sales work with the area managers and IR, KDR supervisors and B. A's.
- Manage and oversee the full scope of work and processes for collateral, product life cycles.
- Handling the execution of Promotions process over all the targeted shops.
- Prepare budgets and approve budget expenditures.
- Monitor customer preferences to determine the focus of sales efforts.
- Analyze sales reports and statistics.
- Project sales and determine the profitability of products and services.
- Determine discount rates or special pricing plans.
- Plan and coordinate training programs for sales staff.

Account Manager:

Shades House April 2015 – May 2017.

Shades is a marketing company whose personalized event management services give you exactly what you want – tailor-made occasions that bring your guests closer to you and help create relationships that last.

- Operate as the lead point of contact for any and all matters specific to your customers.
- Build and maintain strong, long-lasting customer relationships.
- Develop a trusted advisor relationship with key customer stakeholders and executive sponsors.
- Ensure the timely and successful delivery of our solutions according to customer needs and objectives.
- Communicate clearly the progress of monthly/quarterly initiatives to internal and external stakeholders.
- Identify and grow opportunities within territory and collaborate with sales teams to ensure growth attainment.
- Assist with high severity requests or issue escalations as needed.
- Responsible for Quotations, Purchase orders, Invoices that should match the requirement for each event.

Marketing and Communication Coordinator.

Zone Reach Co. Short Period.

Zone Reach provides technology and services to Telecom's. They have recently signed a major operator in the Kingdom. Responsible for the coordination between the Telecoms marketing team and including creating, editing and optimizing deliverable marketing materials. Ensuring messages are supportive of, and consistent with, Telecoms marketing strategies. Coordinate and deliver campaigns via the subscriber engagement technology. Provide support to marketing department and coordinate flow of information and communication and disseminate, according to plan/strategy.

Work with client business units to determine campaign requirements.

Marketing Assistant (B2B)

Safari Group, Mobily Operator Sub-Contractor. June 2013-June 2014

Managed marketing and communications and assisted in product management functions by providing market feedback and competitive analysis. Responsibilities included brand management, PR, media relations, product launches, advertising, sales collateral and tradeshow marketing.