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OBJECTIVE

Seeking a position with an organization where I can utilize my skills and experience in Events Management and Corporate Communication.

WORK EXPERIENCE

ARASCO

Feb 2020 — Present

Events and Communication Manager

- Handles external events such as sponsor, government and participations, corporate social responsibility events (CSR), etc. Around 40 events of these type are held annually).
- Conduct research, makes site visits and finds resources to make.
- Sources venues and contractors, caterers and suppliers, etc..
- Maintains detailed and accurate event files e.g. exhibition data.
- Manages and coordinates with PR agencies and supplier bases, maintains contract information and financial information.
- Represents ARASCO at external events.
- Keeps track of event finances including check requests, invoicing and reporting and provides accurate and timely financial reports to CCO for timely payment and collecting related to events.

HEIGHTS Events Management

Sep 2017 — Jan 2020

Marketing Communications Manager

- Supervise and direct the workflow of marketing, advertising or public relations specialists by assigning job tasks.
- Facilitating interdepartmental communications and managing external communications.
- Assist sales and marketing management by helping to craft marketing materials.
- Develop materials to represent a company's products or services.

Shary Co.

Aug 2014 — Aug 2016

Regional Director

- Met company sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Enforced safety, health, and security rules.
- Created and maintained relationships with vendors and suppliers key contact persons.
- Provided customer service by greeting and assisting customers and responding to customer inquiries and complaints.
- Reviewed inventory and sales records to prepare reports for management and finance departments.

American Express Ltd.

Oct 2005 — Sep 2007

Senior Executive

- Developed and executed sales strategies to achieve sales goals.
- Generated leads and executed new client sales. Led customer discussions and negotiations to secure sales orders.
- Ensured successful post-sale implementation and follow-up.
- Communicate an accurate forecast.
- Maximized opportunities by conducting needs assessments and developing customized solution designs through consultative selling.

Intercontinental Hotel

May 2002 — Sep 2005

Front Office

- Greeted the VIP guests of the hotel. As directed by the Front office Manager, Performs special services for VIP Guest's.
- Assisted in VIP's arrival and departure.
- Checked cleanliness of lobby and public areas, lights and as well as front office staff in proper and orderly appearance and behavior.
- Checked on registration cards of arriving guests and ensures all information should be filled on each cards either by Guest Relation Officers or the guests.
- Handled guest complaints and other related problems and reported on the daily report.

QUALIFICATIONS

- Certified Public Relation (CPR)
- Certified Project Management Professional (PMP)
- e-World Marketing Summit (eWMS)
- Certificate Strategic Planning and Events Management (IAEE)
- Certified Marketing Management (CMM)
- Events Marketing (IAEE)
- Certified Integrated Marketing Communication Manager (CIMCM)

EDUCATION

Master in Integrated Marketing Communication

Jan 2012 — Apr 2014

University of Science Malaysia

Obtained the Master degree with GPA 3.31/4

Bachelor in Organizational Communication

Sep 2009 — Dec 2011

University Utara

Obtained the Bachelor degree with GPA 3.29/4 with Honors

Diploma in French Language

May 1998 — Jan 2000

King Saud University

PROJECTS

- Stakeholder Management 2014

Project Manager based on Saudi Electricity Company.

(Project related to SEC Transformation Strategy Called Branding and Stakeholder Management)

- Al Suli Valley 2017

Project Manager based on Ministry of Municipal and Rural Affairs.

- Colors of Saudi 2017

Event manager based on Saudi Commission for Tourism and National Heritage.

(One of the biggest Exhibition in Saudi Arabia with more than 300 participations and 12,000 visitors)

- Planning.
- Build working team.
- Marketing.
- Designing.
- Production.
- Implementation.
- Crowded management.
- Evaluation.

- The National Quality Conference 2017

Conference coordinator based on Saudi Standards, Metrology and Quality Organization.

(Corporate event hosted local and International speakers with participations from different universities and companies)

- Hail International Rally 2018

Event Manager based on Hail Principality.

(Sport Event with more than 1000 participations and 5000 visitor)

- Planning.
- Marketing.
- Build project team.
- Designing
- Production.
- Implementation.
- Evaluation.

- Coffee & Chocolate Conference 2018

Project planner based on Heights Company.

(Conference host local and international speakers)

- Planning.
- Set the budget.
- Set the objectives.
- Build the team.
- Collect the data.
- Inviting speakers (local & international).
- Arrange logistics (VISA - transportation - accommodation) for international speakers.
- Evaluation

- Saudi National Day In Aljouf Region 2019

Project Manager based on (GEA)

(5 days street event with the total number of visitors is around 20,000)

- Planning.
- Designing.
- Productions.
- Implementation.
- Crowded management.

- Evaluation.

- Waste Free Environment (Sabic) 2019

Project Manager based on Sabic

CSR campaign with kids plantation and entertainment activities in different 3 regions (Taif, Albaha, and Abha).

- Create (Technical and Financial) proposal to the client Sabic.
- Create the Event plant.
- Select location.
- Get permission.
- Build the team
- Designing.
- Arrange logistic (transportation - accommodation).
- Production
- Implantation.
- Evaluation.

LANGUAGES

- Arabic (Mother tongue).
- English (Fluent).
- French (Good)

SKILLS

- Project Management.
- Leadership.
- Problem Solving.
- Self-motivation and ability to take the initiative.
- Teamwork skills and ability to work with team from different culture.
- Customer service oriented.
- Negotiation and persuasion skills.
- Ability to work well under pressure.

INTERESTS

- Golf.
- History.

REFERENCES

Available upon request.