



SAMER ADI

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PERSONAL INFORMATION:

- Nationality: Syrian
- Marital status: Married
- Place & date of birth: Hama 20 July 1985.
- Visa Status: Omani Resident Visa.
- Driving License: Omani / Syrian driving license.

OBJECTIVE:

As a highly dynamic and action-oriented professional, I am presently seeking to join
.an organization that offers both success and career advancement

EDUCITIONAL BACKGROUND:

- ❖ Bachelor of Economic (Computer and Information Systems in Management & Accounting) - Aleppo University (2003 – 2008).

PROFESSIONAL EXPERIENCES:

- ❖ **Marketing Manager - Yousef Abdulwadod Company**
Healthy Beverages (GREEN COLA) – Oman
December 2016 till Present

THE MAIN TASKS:

- Preparing the Feasibility study for the project
- Preparing the pricing studies in the local and foreign markets in coordination with sales department.
- Prepare the marketing strategy & marketing plan for targeted markets in Oman and other Gulf countries.
- Follow up the implementation of marketing plan in coordination with the sales department and ensure its implemented in a proper way.
- Continence reviewing and analyzing the market parameters such as customer's behavior, competitor's behavior and their activities.
- Meeting with the potential clients and keep periodic communication with existing clients.
- Preparing the promotional campaigns for the company products, and follow up the campaign's results in coordination with sales department.
- Reviewing the sales achievements reports and preparing the Marketing and Sales performance reports.
- Periodic analysis for our Markets and suggest steps to improve sales results.
- Preparing reports which reflect reality of marketing and target markets.

Tasks as an Administration Manager -During Company establishment.

- Make an Recruitment Agreements with specialized companies.
- Follow up internal & External recruitment process.
- Follow up all issues related to personnel including (Salaries, accommodations, Time Record, Transportation, Social Security....etc)
- Supervise public relation officers work including (necessary licenses from government agencies, workers resident cards,etc)
- Follow up signing agreements with all suppliers.
- Carry out the work of the Secretary of the Board of Directors and coordinate all their work
- Follow up all issues related to insurance, customs, shipping and storage.

❖ Internal Control Senior Officer - AL BARAKA BANK - Syria November 2014 till December 2016

THE MAIN TASKS:

- Control all customers' accounts such as (New accounts, Re-activated accounts, suspended accounts...)
- Daily control all (irregular accounts, overdraft accounts, and Income and expenses accounts).
- Supervise the commitment of all bank departments and branches in applying approved bank commissions.
- Auditing daily operations of all branches, detects mistakes, and follow up the correction process.
- Develop appropriate mechanisms to reduce the occurrence and recurrence of mistakes.
- Prepare periodic reports on bank operations and activities.
- Visit the bank branches and the prepare reports based on these visits.
- Member of the pricing committee as representative of the financial department.
- Prepare commissions and profitability reports for the bank.

❖ Chief Accountant - TTS TECHNOLOGY EGYPT FOR PETROLEUM SERVICES (One of El Madain Holding Group)- Egypt April 2014 – September 2014.

THE MAIN TASKS:

- Supervise the daily financial operations with clients, banks and sister companies.
- Supervise the Periodic inventory of warehouses.
- Follow up the financial collections and payment mechanism.
- Prepare the financial reports include (Budget, Final Accounts,.....etc.) and follow up with external auditor.

❖ **CHAM ISLAMIC BANK (February 2009 till March 2014.)**

• **Reporting Supervisor- Financial Department
October 2012 - March 2014**

THE MAIN TASKS:

- Organize and coordinate with the Central Bank of Syria relating the bank financial reports.
- Receive and circulars decisions of the Central Bank of Syria.
- Prepare and Organize bank financial reports after receiving a necessary information from many departments (Finance, Treasury, Trade Finance, Risk, Operation) and organize meetings internally and with the Central Bank of Syria to discuss these reports.
- Follow up systemizes of the reports with IT department.

• **Collection Supervisor – Branch Affairs Department.
March 2012 – September 2012.**

THE MAIN TASKS:

- Prepare the monthly and quarterly collection plans for all branches.
- Supervise the work of department staff in branches according Collection Plan.
- Create a monthly and quarterly reports which reflect department result to GM.

• **Corporate Credit Officer -Hama Branch.
September 2010 - December 2011.**

THE MAIN TASKS:

- Visit and enticement the VIP customers.
- Study the credit case for companies and collect the required documents.
- Follow up approvals from the credit authority.
- Follow up credit affair progresses till its expiration.

• **Customers Service Officer -Hama Branch.
August 2009 - September 2010.**

THE MAIN TASKS:

- Open accounts: current, saving for individuals and institutions.
- Launch the fixed deposits.
- Cards delivering.
- Responding to the customers' requests.

- **Teller -Hama Branch.**
February 2009 to July 2009.

THE MAIN TASKS:

- Cash deposit.
- Cash withdraw.
- Cheques withdraw and collection.
- Inventory and replenishment the ATM.

OTHER COURSES:

- ❖ Market Leader (English Course) in Lingua Land – Hama (07/08/2007 – 17/10/2007).
- ❖ Human Development Courses with Junior Chamber International (JCI).
 - JCI Presenter
 - Success and the art of negotiation
 - Active listening
- ❖ Finance and Investment Course in Cham Bank Training Center.

LANGUAGES:

- ❖ Arabic: as a mother language.
- ❖ English: very good (writing and conversation).

OTHER SKILLS:

- ❖ Computer skills: Ms. Office, Networking, E-Commerce, Accounting software, Banking Investment Management System (IMAL), Microsoft Dynamic GP and Microsoft Dynamic AX.
- ❖ Good knowledge in financial and credit analysing.
- ❖ High skills in dealing with customers.
- ❖ Good knowledge in economics' issues and trading roles.

SOCIAL ACTIVITIES:

- ❖ Active member in Junior Chamber International (JCI).