**ABDULLAH EISA**

***Senior Marketing Executive***

|  |  |  |
| --- | --- | --- |
| ***abdullah.eisa868@gmail.com*** | ***Khartoum, Sudan*** | ***00249-912370049*** |

SUMMARY

Enthusiastic, motivated, energetic and optimistic. With 5+ of experience in Sales, Marketing & Marketing Research and analysis. Acquired experience in marketing and keep in contact directly with decision-makers maximized understanding of the market to Empower a professional conserved value to customers.

WORK EXPERIENCE

***Senior Marketing Executive Nov 2017 – Jun 2021***

***Sanganeb Engineering – Khartoum, Sudan***

* Research and collect a variety of marketing data, including customer data, market trends, pricing schedules, competitor offerings, product specifications, and demographic data
* Analyze the information to present findings to marketing teams to help guide the direction and activities of the marketing department.
* Work with marketing creative teams to develop new branding ideas, advertising, graphic designs, and promotional materials.
* Identify and choose appropriate media channels where each product or service's marketing materials can be delivered to the public.
* Tracks marketing strategy results closely and measures the effectiveness of marketing campaigns to create detailed reports and graphs, thus translating complex results into understandable written texts
* Evaluate current sales processes with the sales team and manager to improve and create new procedures to increase efficiency.

***Marketing Executive Jan 2016 – March 2017***

***Valiant Business Media – Khartoum, Sudan***

* Responsible for the development and achievement of sales through the direct & indirect sales channel.
* Recommend potential service to management by collecting customer information and analyzing customer needs. although promoting services and branding for business events.
* Developing and build strong relationships with key accounts and new customers to maintain a high level of service and client loyalty.
* Inform customer of deals and promotions and persuade a customer to reconsider cancellation.

***Content Moderator Aug 2010- OCT 2010***

***ACL Mobile ltd – New Delhi, India***

* Responsible for two different types of social media that developed by the company itself by monitoring profiles contents from the middle-east especially that with the Arabic language.
* Suggest and share an appropriate method with department management to enhance user engagements.

***Sales Representivite Nov 2013- Dec 2015***

***Sloth IT Solution – Khartoum, Sudan***

* Responsible for two different types of social media that developed by the company itself by monitoring profiles contents from the middle-east especially that with the Arabic language.
* Suggest and share an appropriate method with department management to enhance user engagements.

QUALIFICATIONS

***Diploma Of United Nation & International Understanding 2011-2012***

Indian Federation of United Nation Associations (IFUNA), New Delhi-India

***Diploma in Hardware & Network Engineering 2009-2011***

Aptech Computer Education, New Delhi-India

***Bachelor Of Computer Application, Sc/IT 2006-2009***

***Graduated with First Divison.***

Jamia Hamdard University, New Delhi-India

CERTIFICATION

***Business Analysis Management Oct 2019***

Zafar Training Center, Khartoum-Sudan

***Business Development Management Oct 2019***

Zafar Training Center, Khartoum-Sudan

***Supply chain Management Nov 2018***

Outsource Training Center, Khartoum-Sudan

***Microsoft Certified Technology Specialist (MCTS) – Microsoft Certified Jun 2011***

***CompTIA A+ (Certified) Aug 2010***

|  |  |
| --- | --- |
| SKILLS  ***Data Analysis.***  ***Market & sales Research.***  ***Customer Relation Skills.***  ***Communication Skills.***  ***Adaptability and Flexibility.***  ***Presentation skills.***  ***Microsoft Office Pack.*** | LANGUAGE  ***Arabic***  *Native*  ***English***  *Fluent* |

Reference

**Reference available upon request**