

Ahmed Elsir Mohamed Khalil

Amarat St.55, House No.23 block 11, Khartoum, Sudan . ☎+249912331905☎+249912351000 ✉wadkhalil8@gmail.com

Hi, I am Ahmed a proud and loyal marketer with a 5 years experience in Agricultural, Electronics and Airline services. My core skill sets are Marketing/Sales & Business Development. I have gained a lot of experience and knowledge that I will utilize fully to help achieve future plans and company objectives.

EDUCATION

Sep 2016 - Jan 2018	MBA in Business Administration & Marketing University of Medical Science and Technology, Khartoum, Sudan
Sep 2009 - Jul 2013	BS.C in Business & Marketing University of Medical Science and Technology, Khartoum, Sudan

CAREER HISTORY

Oct 2017 - Present	Business Development Manager Fareast Travel & Tourism Company Ltd. - Khartoum, Sudan
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Duties and responsibilities:

- Prepare the daily cash projections, positions, and banks balances report.
- Process Bank Payments for all approved invoices dues for payment.
- Prepare bank reconciliations..
- Effectively coordinate with Internal and external auditors for financial queries.
- Handel daily operation
- Setting marketing sales plan.
- Closely focus on market movement.
- Monitor competitor's movement and new services launch.
- Collaborative work with the supplier to determine market best price.
- Prepare annual performance report.

Feb 2015 – Oct 2017

Home Entertainment APM (Assistant Product Manager)

[LG Electronics Africa logistics – Khartoum, Sudan](#)

Duties and responsibilities:

- Responsible for home entertainment products in Sudan, South Sudan & Chad for both B2B & B2C business.
- Preparing of monthly, quarterly & yearly ATL/BTL marketing activities aside to preparing yearly marketing budget.
- Support local distributor in shipment tracking, shipping documents and customs clearance.
- Work closely with HQ & subsidiary office for EOL models and pre-orders.
- Identifying & selecting new PRM & line-up for Sudan, South Sudan & Chad.
- Achieved 2016 stretched goal by 87% around \$5.40K
- Increased premium products sales/market share by achieving best practice in 2017 in LGEEF "East Africa Area"
- Conduct quarterly on sight training programs for FSP's "Floor Sales Person" for customer up selling, product knowledge and product demonstration

Nov 2013 – Feb 2015

Brand & Promotion Officer

[Kenana Sugar Company – Khartoum, Sudan](#)

Duties and responsibilities:

- Develop the marketing plan for the company with the participation of the other marketing section. (Marketing research, sales, Import & Export).
- Conducting a marketing survey to assess competitors.
- Assessing & analyzing daily newspapers. (Daily report).
- Creating brand identity.
- Increased the company market share through promotional campaigns
- Revived the Kenyan market through sponsoring the exhibition of the Kenyan embassy which generated a decent income.
- Undergoing launching of a new CSR project {Kenana Eucalyptus Oil}.
- Conducting a marketing research for (animal feed) aligns with the marketing research section; applying the recommendations and analyzing the results KSC sold out the whole stock for the crop 13/14.

Licenses & Certifications

- Market research & Consumer Behavior
- Supply chain logistics
- MEAL (Monitoring, Evaluation, Accountability and Learning)
- International Organization Management.

LANGUAGES

- Arabic: Mother.
- English: Fluent.

SKILLS

- Good communication skills.
- Ability to organize and prioritize work.
- Flexibility.
- Excellent numerical skills.
- Accepting feedback and applying lessons learned.
- Team Member.
- Problem solving.
- Analytical thinking
- Computer skills:
- Microsoft Office Applications (Outlook, Excel, PowerPoint, Word)

PERSONAL INFORMATION

- Nationality: Sudanese
- Date of birth: 31/05/1991
- Marital Status: Single

REFERENCES

Mr. Kwangsik Park
General Manager
LG Electronics Africa Logistics
Sudan, Khartoum
Email: kwangsik.park@lge.com

Mrs. Heyam Osman
Brand & Promotion Manager
Kenana Sugar Company
Sudan, Khartoum
Email: heyam.osman@kenana.com
Mobile: +249912329376



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W. www.umst-edu.sd

Index No. MBA-17-2016-048

GRADUATE COLLEGE

MASTER OF BUSINESS ADMINISTRATION



CERTIFICATE

THIS IS TO CERTIFY THAT

AHMED ELSIR MOHAMED KHALIL

(Sudanese Nationality)

has passed the Final **MBA** Examination


in the **FACULTY OF BUSINESS ADMINISTRATION (Batch 17)**

and has been awarded the degree of
MASTER OF BUSINESS ADMINISTRATION
(Marketing Specialization)

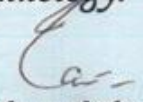
(grade "Pass")

on January 15, 2018

By the Senate of the University of Medical Sciences and Technology.


Dr. Hanan Tahir
A/Dean, Graduate College


Dr. Rasha Babiker
Director of Academic Affairs


Prof. Hassan Mohammed Ahmed
President, UMST



Official Stamp

Date: 23/01/2019



**UNIVERSITÉ
DE GENÈVE**

07/09/2020

Ahmed Elsir Mohamed Khalil

has successfully completed

International Organizations Management

an online non-credit course authorized by University of Geneva and offered through
Coursera

Tiffani - Gilbert - Sebastian - Bruce - Stephan - Cassandra - Lea - Claudia - Julian - Tina

Gilbert Probst, Sebastian Backup, Bruce Jenks
Stephan Mergenthaler, Cassandra Quintanilla, Lea Stadler
Claudia Gonzalez Romo, Julian Fleet, Tina Ambos

**COURSE
CERTIFICATE**



Verify at coursera.org/verify/63KTK646738B

Coursera has confirmed the identity of this individual and
their participation in the course.



Certificate of Completion

Ahmed Khalil

has successfully completed
the online learning course

**Monitoring, Evaluation, Accountability and
Learning (MEAL) MOOC**

26 February 2020



This course was provided by:

Provider(s): Humanitarian Leadership Academy,
Humentum, Catholic Relief Services (CRS)



RUTGERS
UNIVERSITY

06/20/2020

Ahmed Elsir Mohamed Khalil

has successfully completed

Supply Chain Logistics

an online non-credit course authorized by Rutgers the State University of New Jersey
and offered through Coursera

Rudolf Leuschner

Rudolf Leuschner, Ph.D.
Associate Professor
Department of Supply Chain Management

**COURSE
CERTIFICATE**



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