

Badur Elgasim Ballah Mohamed

Phd.CIM.CBP.CMP.EFQM

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SUMMARY

Resourceful and persistent Marketing Manager and assistant professor in Marketing with more than **TWENTY** years of **B2B** and **B2C** marketing experience in **Automotive** , **Manufacturing** and **Banking sector** delivering profitable solutions to drive marketing strategy, attract , sustain customers, and build a reputable corporate brand, developing and execute strategic marketing and communication initiatives and effective brand management .

SKILLS

- Strong marketing development and strategy skills
- Confident communicator, negotiator and decision maker
- Technically competent with software systems and databases

PRACTICAL EXPERIENCE:

❖ Marketing Director -2017 to 2019

Workers National Bank

*Successfully **established** and managed the marketing department –In **2017** setting and delivered the marketing and branding strategy to change the corporate brand image of the bank, Launching **2** amazing banking products (**education and travel financing products**), attracting **VIP** customers such as **ZAIN Company**, **Coldaire Company**, **Ibn Sina University**, and **Sudan academy for banking and finance**. IN **2018** launching amazing **electronic payment campaign** in Khartoum international fair through **P.O.S** devices which raise the **transaction** from **6000** to **15000** in **one week** and attracting **(10)** big **FMCG** company to open new accounts within the fair. Implemented marketing campaign for the new **banking** product which resulted in **30%** growth of customer base, increased profit margins by **40%** through maximizing new product introductions. Launching **3** new banking products within **2018** and preparing for new products of **2019**. In **2018** acquiring new customers more than **50%** of **2017**. Distributiong more than **300 P.O.S** within one month .Fully accountable for social media presence, resulting in significant increase in engagement and traffic (+**30%** month on month, social traffic share +**14%**)*

Duties

- Setting the marketing strategy of the **bank**
- Develop the marketing and promotion campaigns.
- Designing the new **banking** products.
- Managing the communication and marketing of the bank's activities.

❖ Marketing and Sale Manager-2005-2017

GIAD Automotive Company

*Successfully achieved strategic goals through execution of communications and marketing strategy. Organized the participation of **Giad group** in **TChad** and **Ethiopia** and **Libya** international fair. Which make the image of **GIAD** Company is known and being the preferred brand in the automotive sector in Sudan and African region .Moreover I did launching new products such as **Renault, Man, Dong feng** and **Sino truck**.*

Duties

- Setting the strategic marketing and communication plan
- Participate in the formulation of the company strategy
- Coordinate key communications activity in all markets, working with external agencies, key stakeholders and using a variety of methods such as (, emails, presentations, social media and events).

❖ Marketing and Sales supervisors-1998-2005

SAAD FAHAD ELGHAITH EST.KSA

Duties

- Participate in setting the strategic sales and marketing plan
- Participate in the formulation of sales budget.
- Supervise the sales staff.

Academic qualification:

- **PhD** in Business administration-Major (**Marketing**) Sudan University Of Science & Technology-**2015**
- **MSc** in Business administration-Major (**Marketing**) Juba University.**2004**

Professional Qualification

- **CIM** –Chartered institute of marketing -**UK**) a ward Certificate in **Mastering Metrics Module**-Professional Diploma in Marketing
- **CBP** certificate (Certified business professional in sales -**USA** - IBTA)
- **CMP** certificate (certified marketing professional -**USA**- AIMI)
- **EFQM** –Master Assessor (**Belgium**)