



Ayman Naser Meer Mustafa

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OBJECTIVE

To secure a Sales Representative position where I can leverage my 15 years of experience in sales and client relationship management to drive revenue growth and exceed sales targets.

EXPERIENCE

2006 -

- **Senior Public Relations**

Broadcasting and Television Training Center (Damascus)

Developing PR Strategies: Create and implement public relations strategies to promote the station or network's image and programs.

2. Media Relations: Build and maintain relationships with media representatives, including journalists and reporters.

3. Press Releases**: Write and distribute press releases and other promotional materials about new programs, events, or company news.

4. Event Management: Organize and manage events such as press conferences, interviews, and promotional events.

5. Crisis Management : Handle any public relations crises or negative publicity, providing appropriate responses and managing the situation.

6. Content Creation : Develop content for various communication channels, including social media, websites, and newsletters.

7. Monitoring Media Coverage : Track and analyze media coverage and public perception of the station or network.

8. Stakeholder Communication : Communicate with internal and external stakeholders to ensure consistent messaging and positive relationships.

2007 -

- **Sales Manager**

Damas Company (Dubai)

1. Developing Sales Strategies: Creating and implementing strategies to increase sales and drive company growth.

2. Managing Sales Team: Leading and training the sales team, setting performance goals, and providing support to achieve them.

3. Building Customer Relationships: Establishing and maintaining strong relationships with existing clients and attracting new ones.

4. Analyzing Sales Data: Monitoring and analyzing sales data to understand trends and identify opportunities for improvement. 5. Planning Promotions: Organizing and executing promotional campaigns and special offers to boost sales.

6. Inventory Management : Ensuring adequate inventory levels of jewelry and coordinating with purchasing teams to meet customer demands.

7. Negotiating and Closing Deals : Negotiating prices and terms with clients and successfully closing sales transactions. 8. Reporting: Preparing regular reports for

management on sales performance, market trends, and customer needs.

2008 -

2024

- **Branch Manager**

Alafifi Company (saudi arabia)

1. Managing Daily Operations: Overseeing daily activities to ensure smooth and efficient branch operations.

2. Developing Sales Strategies: Creating and implementing strategies to increase sales and achieve branch goals.

3. Managing the Team: Leading, training, and guiding staff, setting performance targets,

and providing support to achieve them.

4. Customer Interaction : Handling customer inquiries and issues, ensuring high levels of customer satisfaction.

5_ Inventory Management: Overseeing inventory levels of products and materials, ensuring adequate stock and balancing supply and demand.

6. Marketing and Promotion: Executing marketing and promotional strategies to raise brand awareness and attract customers.

7. Reporting: Preparing regular reports for upper management on branch performance, sales, and any issues.

8. Budget Control : Monitoring and managing the branch budget, including expenses and revenues.

9. Process Improvement : Analyzing current processes and identifying opportunities for improvements to enhance efficiency.

EDUCATION

- 2005
 - **English Literature Degree**
Damascus University
Excellent
- 2004
 - **Professional Certified Marketer (PCM)**
Russian Center (Damascus)
Excellent
- 2003
 - **Microsoft Office**
Rusian center
Excellent

SKILLS

Proficiency in Microsoft Office
(Word, Excel, PowerPoint)

80%

Strong communication skills
Team collaboration
Problem-solving abilities

80%

Teamwork

80%

Leadership

80%

Time Management

80%

Technical Proficiency

80%

Adaptability

80%

Critical Thinking

80%

Customer Service

80%

Conflict Resolution

80%

Negotiation Skills

80%

ACTIVITIES

- Sales Achievements
- Leadership and Management Experience
- Training and Development Programs
- Market Research Projects
- Sales Strategy Development

- Client Relationship Management
- Sales Presentations and Negotiations
- Performance Metrics Analysis

LANGUAGES

- Arabic (Native)
- English (Fluent)

PERSONAL DETAILS

- Date of Birth : 20/9/1982
- Marital Status : Married
- Nationality : Syrian
- Gender : Man
- Driving Licence : Private Driving License