



GHASSAN BARAKAT

MARKETING CONSULTANT

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WHAT'S UP? GET TO KNOW ME A LITTLE MORE!

I'm a highly motivated and driven individual seeking to gain experience in the Business and Marketing field. Achieving my tasks and goals is my priority, and I do this by using my clear, logical mind, analytical thinking and my hard work.

I wish for an opening to study and achieve precious experience through a placement or permanent job in database marketing, direct marketing, digital marketing as well as integrated marketing communications. Being a Marketing Student I would profit the association by my work strategy, market research, human relations/network, staff management and computer skillfulness.

I recently graduated with a bachelors degree in Marketing from Bahrain Polytechnic. My aim is to get more involved into the economy by gaining experience from different types of jobs and institutions in the marketing industry and eventually move on to establishing my own business someday.

WHAT I LOVE TO DO



LOOK FOR
INSPIRATION



DESIGN &
ILLUSTRATE



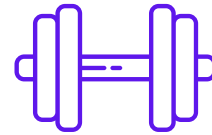
LISTEN TO
MUSIC



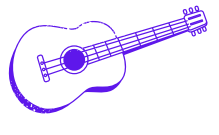
GETTING
CREATIVE



INTERACTING
WITH CLIENTS



GYMNASTICS



PLAYING
MUSIC
INSTRUMENTS

TECHNICAL SKILLS

MARKETING STRATEGY DEVELOPMENT	● ● ● ● ●
MARKET RESEARCH AND EVALUATION	● ● ● ● ● ● ● ●
DIGITAL MARKETING MANAGEMENT	● ● ● ● ● ● ● ●
MICROSOFT OFFICE	● ● ● ● ● ● ● ●
BRANDING	● ● ● ● ●
MARKETING AUTOMATION SOFTWARES	● ● ● ● ● ● ● ●
SEARCH ENGINE OPTIMIZATION	● ● ● ● ● ● ● ●
SOCIAL MEDIA MARKETING AND CONTENT CREATION	● ● ● ● ●

EDUCATION

2017 - 2021	●	BAHRAIN POLYTECHNIC Bachelors Degree in Marketing
2014 - 2017	●	VALENCIA COLLEGE (FL, USA) Associates of Arts Diploma
2011 - 2014	●	NASEEM INTERNATIONAL SCHOOL High School Degree
2001 - 2011	●	AL NOOR INTERNATIONAL SCHOOL Pre-School & Middle School

WORK EXPERIENCES

2019 -
2021



GHULAM MOHAMMED CO. W.L.L.- BAHRAIN SALES AND MARKETING MANAGER

- Managing organizational sales by developing a business plan that covers sales, revenue and expense controls.
- Meeting planned sales goals and setting individual sales targets with the sales team.
- Tracking sales goals and reporting results as necessary.
- Overseeing the activities and performance of the sales team and coordinating with marketing on lead generation as well as the ongoing training of your salespeople.
- Developing your sales team through motivation, counseling and product knowledge education.
- Promoting the organization and products through digital marketing after understanding our ideal customers and how they relate to our products

2019



FOUR SQUARE - CARRIAGE PROMOTION BOOTH AT SUMMER FESTIVAL 2019

- Demonstrate and provide information on promoted products/services
- Distribute product samples, brochures, flyers etc. to source new sales opportunities
- Identify interest and understand customer needs and requirements
- Report on demonstration related information (interest level, questions asked, number of samples/flyers distributed etc.)

2018 -
2019



GULF INDUSTRIAL CLOTHING - SAUDI SALES EXECUTIVE

- Travel to Saudi Arabia on a weekly basis for new/recurring orders and deliveries
- Present, promote and sell products/services using solid arguments to existing and prospective customers
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs
- Increases customer retention by providing personalized customer experiences and building positive relationships with and among customers and staff
- Use Microsoft office to create cost sheets, quotations, tech packs, invoices and sales reports
- Create tech packs (order details) and hand them over to production after approval of order from customer
- Reach out to customer leads through cold calling
- Expedite the resolution of customer problems and complaints to maximize satisfaction
- Achieve agreed upon sales targets and outcomes within schedule
- Coordinate sales effort with team members and other departments
- Analyze the territory/market's potential, track sales and status reports
- Supply management with reports on customer needs, problems, interests, competitive activities, and potential for new products and services.

2017 -
2018



RETRO BAN FINTECH - EASY PAY PROJECT SALES EXECUTIVE

- Conduct market research to identify selling possibilities and evaluate customer needs
- Actively seek out new sales opportunities through cold calling, networking and social media
- Gather feedback from customers or prospects and share with internal teams

UNIVERSITY WORK EXPERIENCES

FEB 2021 -
JULY 2021



DEVJI DIAMONDS

DEVJI DIAMONDS - SUBSIDIARY OF DEVJI GROUP

Market research and Social Media Campaign Creation and Web development recommendations

Bahrain Polytechnic Marketing Trainee

- Conducted primary, secondary and competitor research to recognize the target market needs and frustrations and market trends.
- Created a target market research report including website development recommendations based on research.
- created a social media campaign and content to help increase brand awareness.
- created a screencast presentation for the client explaining the target market needs, website recommendations, SEO recommendations and social media campaign.
- The client appreciated the work done and had implemented said recommendations to their website and implemented the social media campaign strategy.

SEP 2020 -
JAN 2021



AMERICAN SCHOOL OF BAHRAIN

Marketing Plan Execution

Bahrain Polytechnic Marketing Trainee

- Implemented an evaluation of the internal and external marketing areas.
- Provided a detailed business portfolio and business strategy, with SMART-based objectives in alliance with the situational analysis.
- Created a 1-year marketing plan and presented an STP strategy based on the primary and secondary research.

SEP 2019 -
JAN 2020



SPROUTING JOURNEY

Integrated Marketing Promotional Campaign

Bahrain Polytechnic Marketing Trainee

- Carried out research to identify market gaps in the baby food industry and provided digital solutions.
- Developed a clear positioning strategy for the launch of a healthy baby food provider using online/offline media tools.
- Presented findings to the clients management team for further discussion and feedback.

FEB 2019 -
JUL 2019



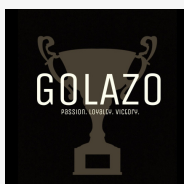
BLACK PANDA RESTAURANT

Integrated Marketing Promotional Campaign & Service Marketing Strategy

Bahrain Polytechnic Marketing Trainee

- Responsible for securing an appropriate client to work with for 17 weeks towards participation in an event for its target market
- Building and nurturing the client relationship to deliver on agreed client objectives
- Planning, implementing and analyzing an outline digital campaign for the client company to drive customer sales to the business and encourage positive reviews and customer satisfaction
- Creating a "pop-up" version of the client business that maintains its core elements to effectively participate in key events through the year and deliver real value to customers
- Developing and managing an improved service design, process and customer experience for the client on marketing day
- The results on running the event marketing campaign, managing the pop-up version of the client business was highly successful. By the end of the campaign the client had increased brand awareness by 21% and a 71% increase in sales within the first 2 weeks after the successful implementation of the campaign

SEP 2018 -
JAN 2019



GOLAZO PROJECT - BUSINESS MADE FROM SCRATCH

- The main aim of the project is to create a business from scratch
- Planning, implementing and analyzing an outline campaign for the brand to drive customer sales to the business and encourage positive reviews and customer satisfaction
- Responsible for securing product suppliers for the business
- Responsible for securing an appropriate client to work with for 17 weeks towards participation in an event for its target market
- Creating a pop up version of the business for the final market day event
- The business idea (Golazo) created was based on football merchandises such as shirts, key chains, bracelets etc. due to the world cup being around the corner
- The final outcome of the business at the event was highly successful, profitable and considered as one of the top 3 business idea between 60 businesses present at the market day

SOFT SKILLS

ENTREPRENEURSHIP SKILLS



TEAMWORK & LEADERSHIP



ORGANIZATIONAL SKILLS



TIME MANAGEMENT



PLANNING & ORGANIZATION



PROBLEM SOLVING



CUSTOMER RELATIONSHIP
MANAGEMENT



COMMUNICATION



MY CERTIFICATES



**HOOTSUITE PLATFORM
CERTIFICATION**

**HOOTSUITE SOCIAL MARKETING
CERTIFICATION**

*Online Certificate
15 May, 2020*



INTRODUCTION TO MARKETING
Establishing & Managing a start-
up business

*In-class certificate
Sep 2017 - Jan 2018*

VOLUNTEER WORK



**INTERNATIONAL
VOLUNTEER HQ**

**INTERNATIONAL VOLUNTEER
HEADQUARTERS - FEB 2020**

Location: Sri Lanka

Duration: 3 weeks

Purpose: I had travelled to Sri Lanka through the IVHQ program to help benefit the ones in need through several different volunteer programs provided through the company such as:

- Help repaint old and worn out homes and religious sites
- Teaching children and monks from different villages how to speak and write english
- Day-Care work for special needs children

LANGUAGE FLUENCY

ENGLISH



URDU/HINDI



ARABIC

