

MOHAMED ANAN

Manama, Bahrain | +973 34200184

mohamedanan97@gmail.com

Nationality: Egyptian

www.linkedin.com/in/mohamed-anan-51a097156

Professional Summary

A professional Sales Account Manager with around 4 years of experience in the field, I have a proven track record of success in driving sales growth and maintaining long-term relationships with key clients. With a strong focus on customer satisfaction, I excel at identifying and meeting clients' needs, as well as developing and implementing strategic account plans to achieve revenue targets.

Professional strengths include

- Content Marketing
 - Analytical skills
 - Google Ads
 - Software solution expertise
 - Ability To Manage Large Accounts
 - Negotiation
 - CRM
 - Microsoft Office
 - Cross-functional collaboration
 - High Interpersonal And Communication Skills
-

Business Experience

MEST SOFT

Manama, Bahrain.

Sales Account Manager.

06/2019 – Present

- Achieved Sales Target by selling software solutions (ERP – Mobile APP) to companies of different industries.
- Identified new opportunities for software sales and created targeted marketing campaigns to reach potential customers.
- Demonstrated the value of software solutions to customers, resulting in gaining new customers.
- Built and maintained strong relationships with customers, resulting in a customer retention rate.
- Provided technical and functional product expertise to clients during the sales process.
- Negotiated contracts and pricing with clients to ensure mutually beneficial agreements.
- Developed and implemented sales strategies that increased revenue.
- Collaborated with internal teams such as product development, marketing, and customer support to ensure successful implementation and customer satisfaction.

Strategy Advertising

Riyadh, Saudi Arabia.

Digital Marketing Specialist.

02/2018 – 06/2019

- Develop and execute digital marketing strategies that increased website traffic and improved conversion rates.
- Managed and optimized SEM campaigns, resulting in a decrease in cost-per-click and an increase in click-through rate.
- Led the implementation of a social media content calendar that increased engagement rates.
- Designed and executed email marketing campaigns that resulted in an increase in open rates and an increase in click-through rates.
- Collaborated with cross-functional teams such as design, product, and sales to ensure consistency in branding and messaging.

SoluSpot

Digital Marketing Specialist.

Cairo, Egypt.

04/2017 – 02/2018

- Managed and optimized SEO efforts that increased organic traffic and an increase in keyword rankings.
- Designed and executed social media advertising campaigns that resulted in an increase in click-through rates and a decrease in cost-per-click.
- Analyzed and reported on campaign performance using tools such as Google Analytics and Hubspot.
- Developed and executed content marketing campaigns that increased website traffic and generated New of leads.

Education

Bachelor's Degree in Business Administration

2020

Zagazig University, Egypt.

Certifications

Google Digital Grage

04/2019

HubSpot Email Marketing.

12/2019

HubSpot Inbound Sales.

07/2021
