

# MAHMOOD HASSAN FARDAN

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For more than 7 years, I gained experience by working in marketing sector, these experiences made me an expert in Inbound Marketing (Social Media Strategist, Monitoring and creative marketing), and I have a Special marketing imagination and brainstorm marketing solutions.

My goal is to continue developing my career in any field that I will grow in.

## KEY SKILLS

- Event's organizer
- Professional user in computer programs (BillingCompound, CRS, CRM, BSSSibel, Minsat, TPMS, CICS, MINSAT and Customer Centre)
- Corporate Communications
- Creative Team Leadership
- Focus Group & Market Research
- Web & Print Content Development
- Product Positioning & Branding
- Marketing Strategies & Campaigns.
- Branding
- Public & Media Relations.
- New Product Launch.
- Teambuilding & Staff Supervision.
- Meeting and exceeding marketing objectives
- Expert in Marketing activity

## PROFESSIONAL EXPERIENCE

### National Motor Company- Bahrain

**Marketing Executive**    DEC 2018- Present

National motor company W.L.L is a limited liability company owned by Bahrain commercial facility company al known as (Tas'heelat). BCFC became a public share holding company in 1993. Besides offering automobile products and services through National Motor Company.

### Main Duties:

- Marketing In charge for NMC used car and spare parts department.
- Handling NMC main Instagram accounts.
- Preparing monthly marketing campaigns.
- Dealing with ministries.
- Preparing weekly marketing expense report.

- Planning and execution campaigns for GM service department.
- Preparing all NMC events setup.
- Dealing directly with social media influencers.
- Dealing with suppliers.
- Updating social media programs on daily basis.

#### **MTC Group- Bahrain**

##### **Marketing Executive**    APR 2018- OCT 2018

Founded in 1983, Microcenter Group is a pioneer in providing Information technology solutions in Bahrain. Initially it was started with the aim of providing customized IT solutions to small and medium organizations but today with over 100 customers, both in the Government and private sector. With four group companies and an office in Saudi Arabia today it has diversified into various other businesses that include training and Engineering solutions.

#### **Main Duties:**

- Promote training courses to government agencies
- Handling the social media programs
- Makes surveys and insert the result in excel sheet
- Participate in official events
- Event organizing
- Handling customers enquires
- Dealing with complaints
- Providing appropriate training category's to the clients
- Sets a meetings with clients
- Represent the company in the Ministry of works

#### **BATELCO - Bahrain**

##### **Marketing&Sales Executive**    JAN 2013 - DEC 2016

BATELCO (Bahrain Telecommunications Company) is the leading integrated communications' provider in the Kingdom of Bahrain and a company of reference among the region's key telecommunications Players for innovation and customer experience.

#### **Main Duties:**

- Direct dealing with customers through marketing campaigns
- Receive payments from customers
- Daily operation stock counting
- Maintain a proper documentation
- Submission end of day bank closing sheet
- Solve efficiently the customers disputed issues
- Close auto pay machine at the end of duty

- Insure customer satisfaction with Batelco services
- Implementing cross sales & up sales methods
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- Direct promoting of post-paid lines, prepaid lines, mobile devices, Home broadband and ETC...
- Answer all the customers queries through mobile
- Represent Batelco in the promotion campaigns among Bahrain companies and universities □ Shift in charge
- Contact the customers through telesales to upgrade their packages
- Meeting the assigned monthly target of the company
- Arrangement of Batelco Promotions events like : the biggest 2015 event “BABCO Health and safety week”
- Attend and organize most road shows with public relations department

#### **SIXPENCE Contracting Company / BATELCO - Bahrain**

**Retail direct sales**      **SEP2012 - DEC2012**

Sixpence (6 Pence) was established in the Kingdom of Bahrain in 2005. In addition to its operations in Bahrain, 6 Pence has presence in both United Arab Emirates and Sultanate of Oman, whilst continuously exploring the possibilities of expanding into the rest of the GCC member states and beyond where possible .The Company is dedicated to partnering with its clients in joining efforts for mutual successes. They provide innovative, proactive response services designed to promote customer satisfaction and to increase customer retention of their clients.

#### **Main Duties:**

- Direct dealing with customers
- Receive cash and card payments from customers
- Daily operation stock counting
- Pass all the sale transactions into the system
- Maintain a proper documentation
- Submission end of day bank recanalization sheet
- Solve efficiently the customers disputed issues
- Close auto pay machine at the end of duty

#### **AL SHAYA group (River Island) – Bahrain**

**Sales associate**      **MAR 2012 – SEP2012**

ALSHAYA Retail is part of the wider group of businesses owned by the ALSHAYA Group, a family-owned business which was founded in Kuwait in 1890 and which has become a byword for trading and commerce, both in the Middle East and internationally.

#### **Main Duties:**

- Greeting nicely the customer inside the shop
- Maintain the tidy and style looking
- Make the Daily stock counting

- Point of sales cashier
- Provide fit service within short time period
- Assist the customer in choosing their desired products
- Received inventory and counting the stock
- Display new product in the shop and insure its fit to sale
- Meeting monthly target

**Universal enterprises - Baskin Robbins**  
**Customer service**      JULY 2010 – MAR 2012

For many years the Al Mannai family has been associated with trade and merchandising in Bahrain. Universal Enterprises was founded by Mr. Mohammed A. Al Mannai in 1972 as a modest general trading establishment set up to make use of their experience and to help the quickly developing consumer and business markets of Bahrain. From its very inception Universal Enterprises placed emphasis on quality and service leading to a reputation among its customers of providing "Satisfaction Guaranteed". As one of the early established Companies Universal Enterprises kept a close pulse of the needs of the consumers, the growing trends of the market and diversified accordingly into many businesses; none the less remaining true to the traditional business values of respect, ethics and fair-play at its core.

**Main Duties:**

- Sell milkshakes and ice cream
- Direct contact with all kinds& ages of customers
- Serve the customer with their choices
- Cashier user
- Insure the Hygiene
- Promote the flavour of the month
- Achieve monthly target
- Stock counting
- Ice cream cake maker

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**EDUCATIONAL BACK GROUND**

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2013– 2017

**B.Sc. in Marketing**

*University of Bahrain*

2007 – 2010

**High School Certificate**

**Science Section 82%**

*Al – Tawon Secondary Boys School*

2003 – 2006

**A'ali Intermediate School**

**93%**

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### SKILLS

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- Native in Arabic, Fluent in English
- Working smoothly as member of a team and with great results as an individual
- Excellent communicating skills
- Technology Skills Expert proficiency in use of Windows Platform and MS Office Applications, including Word, PowerPoint, access and Excel.
- Ability to solve problems and obtaining solutions

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### ACTIVATES

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- Participated and completed a course in customer focused selling techniques in HORIZON HRD
- Participated and completed a course in Anger Management in BATC-Business Avenue Training Centre
- Active Participant in Academic and Non-academic Conference
- Certified awarded from Ministry of industry and commerce for attended drive Performance seminar on 12<sup>th</sup> December 2013

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### PERSONAL DETAILS

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**Name:** Mahmood Hassan Fardan

**Nationality:** Bahraini

**Birth Date:** 7th of Jan 1993

**Age:** 26 years old

**Status:** Married

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