

# *Greggy Apostol Masiddo*

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A specialist who is focused in planning, directing, coordinating work and monitoring sales revenues; has assisted in formulating policies, managing daily operations, and planning using materials and policies as well as resources; handled personnel, purchasing or administrative services; has exceptional leadership skills that motivates team to perform; has good business sense used for consolidating all performance and efforts of various departments to achieve goal; sets key performance indicators to serve as guide for employee success; has keen ability to adopt to new business and make it run successfully together with other company campaigns.

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## ***Professional Experience***

### ***Vulkan Trading Co. WLL/Sales and Marketing Consultant April 2019 – Present***

Contributes information, ideas, and research to help develop marketing strategies

Helps to detail, design, and implement marketing plans for each product or service being offered

Sets marketing schedules and coordinates with colleagues, sponsors, media representatives, and other professionals to implement strategies across multiple channels

Develops sales strategies and approaches for various products and services, such as special promotions, sponsored events, etc.

Answers questions from clients about product and service benefits

Maintains excellent relationships with clients through superior customer service

Tracks sales data and works to meet quotas or sales team goals

Analyses trends, data, demographics, pricing strategies, and other information that can potentially improve marketing and sales performance

Creates and presents regular performance reports for managers and executives

Helps to interview, hire, manage, and direct members of the company's marketing and sales teams

Assigns specific employees to marketing and sales projects or client accounts as needed

Implements and adheres to company policies and procedures

Attends trade shows and travels to meet clients as needed

**Khalil Towers Construction/Project Manager and Partner  
(March 2019 – Present)**

- Coordinate internal resources and third parties/vendors for the flawless execution of projects
- Ensure that all projects are delivered on-time, within scope and within budget
- Assist in the definition of project scope and objectives, involving all relevant stakeholders and ensuring technical feasibility
- Ensure resource availability and allocation
- Develop a detailed project plan to monitor and track progress
- Manage changes to the project scope, project schedule and project costs using appropriate verification techniques
- Measure project performance using appropriate tools and techniques
- Report and escalate to management as needed
- Manage the relationship with the client and all stakeholders
- Perform risk management to minimize project risks
- Establish and maintain relationships with third parties/vendors
- Create and maintain comprehensive project documentation
- Meet with clients to take detailed ordering briefs and clarify specific requirements of each project
- Delegate project tasks based on junior staff members' individual strengths, skill sets and experience levels
- Track project performance, specifically to analyze the successful completion of short and long-term goals
- Meet budgetary objectives and make adjustments to project constraints based on financial analysis
- Develop comprehensive project plans to be shared with clients as well as other staff members
- Use and continually develop leadership skills
- Attend conferences and training as required to maintain proficiency
- Perform other related duties as assigned
- Develop spreadsheets, diagrams and process maps to document needs

**Abu Nasar Construction/Project Manager  
(December 2017 – March 2019)**

- Collaborate with engineers, architects etc. to determine the specifications of the project
- Negotiate contracts with external vendors to reach profitable agreements
- Obtain permits and licenses from appropriate authorities
- Determine needed resources (manpower, equipment and materials) from start to finish with attention to budgetary limitations
- Plan all construction operations and schedule intermediate phases to ensure deadlines will be met
- Acquire equipment and material and monitor stocks to timely handle inadequacies
- Hire contractors and other staff and allocate responsibilities
- Supervise the work of laborers, mechanics etc. and give them guidance when needed
- Evaluate progress and prepare detailed reports
- Ensure adherence to all health and safety standards and report issues

### **Direct Contracting/Contract Manager (July 2017 – November 2017)**

- Contracts (various: including formal, short form, and annual contracts)—Drafting, Evaluation, Negotiation and Execution
- Serve as the point of contact for customers on contractual matters. Act as contractual “middleman” between company employees and customers, ensuring timely review and approval / reconciliation of variations
- On all standard and nonstandard contracts, provide redlined recommendations and often negotiate directly with customer attorneys or purchasing staff until consensus has been reached
- Maintain contractual records and documentation such as receipt and control of all contract correspondence, customer contact information sheets, contractual changes, status reports and other documents for all projects
- Provide guidance on contract matters to project managers or other operational staff, including training to new project managers and other employees in contracting practices and procedure.
- Develop and implement procedures for contract management and administration in compliance with company policy. As appropriate, contribute to or influence company policies
- Work with Finance to ensure adherence to broader finance and risk requirements such as revenue recognition, pricing and discounting policies, export controls etc. May include ‘financial engineering’ and understanding / evaluating economic impact of terms and term options
- Support Product Management / Marketing to ensure company products and services are offered with appropriate, competitive terms and conditions
- Ensure that signed contracts are communicated to all relevant parties to provide contract visibility and awareness, interpretation to support implementation
- Handle on-going issue and change management
- Monitor transaction compliance (milestones, deliverables, invoicing etc.)
- Oversee Service Level Agreement Compliance
- Ensure contract close-out, extension or renewal

### **Al Qawassim Construction & Real Estate/Construction & Property Supervisor (July 2016 – June 2017)**

- Establishes rental rate by surveying local rental rates; calculating overhead costs, depreciation, taxes, and profit goals.
- Attracts tenants by advertising vacancies; obtaining referrals from current tenants; explaining advantages of location and services; showing units.
- Contracts with tenants by negotiating leases; collecting security deposit.
- Accomplishes financial objectives by collecting rents; paying bills; forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective action.
- Maintains property by investigating and resolving tenant complaints; enforcing rules of occupancy; inspecting vacant units and completing repairs; planning renovations; contracting with landscaping and snow removal services
- Maintains building systems by contracting for maintenance services; supervising repairs.
- Secures property by contracting with security patrol service; installing and maintaining security devices; establishing and enforcing precautionary policies and procedures; responding to emergencies.
- Enforces occupancy policies and procedures by confronting violators.
- Prepares reports by collecting, analyzing, and summarizing data and trends.

- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

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**Cafe Lilou/Front Staff  
(March 2015 – May 2016)**

- Check with customers to ensure that they are enjoying their meals and take action to correct any problems.
- Collect payments from customers.
- Write patrons' food orders on order slips, memorize orders, or enter orders into computers for transmittal to kitchen staff.
- Prepare checks that itemize and total meal costs and sales taxes.
- Take orders from patrons for food or beverages.
- Serve food or beverages to patrons, and prepare or serve specialty dishes at tables as required.
- Present menus to patrons and answer questions about menu items, making recommendations upon request.
- Clean tables or counters after patrons have finished dining.
- Prepare hot, cold, and mixed drinks for patrons.
- Roll silverware, set up food stations or set up dining areas to prepare for the next shift or for large parties.
- Inform customers of daily specials.
- Stock service areas with supplies such as silverware, glassware, and linens.
- Explain how various menu items are prepared, describing ingredients and cooking methods.
- Prepare tables for meals, including setting up items such as linens, silverware, and glassware.
- Remove dishes and glasses from tables or counters, take them to kitchen for cleaning.
- Assist host or hostess by answering phones to take reservations or to-go orders, and by greeting, seating, and thanking guests.
- Perform cleaning duties, such as sweeping and mopping floors, tidying up server station, or checking and cleaning bathroom.
- Bring water or soft drinks bottle selections to tables with appropriate glasses, and pour it for customers.
- Perform food preparation duties such as preparing salads, appetizers, and cold dishes, portioning desserts, and brewing coffee.
- Escort customers to their tables.
- Fill salt, pepper, sugar, cream, condiment, and napkin containers.
- Provide guests with information about local areas, including giving directions.

**ANR Trading/Marketing Executive  
(October 2012 – October 2014)**

- Worked with clients on strategic positioning and planning.
- Guided clients in branding, positioning and marketing implementation.

- Formulated marketing plans including strategic analysis, competition, positioning, messaging, tactics and budget.
- Researched and identified industries and markets to identify growth opportunities for clients.
- Recommended and lead approach for primary and secondary research to support client branding projects.
- Formulated brand stories, positioning statements and brand messaging statements.
- Assisted principal on responding to new business opportunities including researching companies and industries, writing proposals, preparing presentations and other new business efforts.
- Participated in business development presentations and meetings as appropriate.
- Actively presented ideas to expand service offering and enhance positioning of the firm.

### **ANR Trading/Area Sales Executive (October 2009 – October 2012)**

- Identified market potential by qualifying accounts.
- Initiated sales process by scheduling appointments; made initial presentation; understood account requirements.
- Closed sales by building rapport with potential account; explained products and service capabilities; overcame objections; prepared contracts.
- Expanded sales in existing accounts by introducing new products and services; developed new applications.
- Contributed information to market strategy by monitoring competitive products and reactions from accounts.
- Recommended new products and services by evaluating current product results; identified needs to be filled.

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### ***Education and Training***

Our Lady of Fatima University  
PBB Toastmaster Club  
Café Lilou  
Harry Pound Company  
Mindbroker Corporation  
Power Mac Center Inc.

BS Nursing  
PBBTM Speechcraft Project 2015  
Customer Service  
Enhancing Telemarketing  
Caring for Customer  
Culture Development for Leaders

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### ***Character Reference***

Kulwinder Singh  
Managing Director  
M#37207124  
Al Qawassim Construction & Real Estate

Ranah Jill Rosello  
General Manager  
Abu Nasar Construction  
M#33893108

## **Human Resource Manager**

Dear Sir/Madame:

Greetings!

Picture your company in this setting: a highly motivated and dedicated strong team ably handled by an aggressive, responsible and result-oriented company aiming to develop market plans, conceptualize appropriate strategies to maintain a quality good relationship to your respective as well as prospective target market. Working hand in hand to accomplish goals and objectives for the success of the team and organization as a whole.

I want to help your company as I'm confident the way I work and can contribute for the growth of the business. I have marketing experience in Philippine and here in Bahrain. If you will help me I can be the best asset in your company as I can convince clients for whatever products and services I offer. I have upselling techniques which I can convince my clients. I also have driving license and hoping that you will consider my application as I'm eager to work and grow my expertise in your company.

If your company is willing to share his opportunity with me to learn and grow with your organization, please allow me to submit herewith my resume for your perusal.

I hope I could merit a favorable response on my application as I am looking forward to a harmonious working relationship with your company.

Thank you.

Very sincerely yours,

***Mr. Greggy A. Masiddo***  
***M#36004449***  
***Applicant***

