

*The First Sales, Marketing
& CRM Expert*

THE E X P E R T



iSPEAK
REAL ESTATE

COVER

Letter

Respected Concern,

The success of a company's marketing initiatives takes the collaborative efforts of creative teams who understand what it takes to plan, develop, and execute programs. This begins with knowing what a company's culture, branding, and target audience are all about. If this is not established, they know how to make that happen.

As with any group effort, there needs to be leadership. That's where a strong marketing manager who is creative and business-minded is needed to formulate and communicate action plans, delegate assignments, interface with clients, resolve problems, develop marketing collateral, track budgets, coordinate/promote events, and plan large business meetings – and this is where I want to be!

If you feel there is a mutual interest, I would welcome the opportunity to meet with you to learn more about your company, the requirements of the position, and how my qualifications would be a good fit.

I have attached my resume for your consideration.

Thank you in advance for your time and consideration. I look forward to speak with you soon.

**Sincerely,
Alaa H. Masoud**

GIVE
YOURSELF
PERMISSION
TO MAKE
THE STORY

BIGGER

Alaa Masoud

Results-oriented executive with demonstrated success in general management including sales, marketing, management, organizational assessment & development.

Licensed and certified by the Real Estate Regulatory Authority (RERA) in Dubai with long experience and a distinguished background in successful sales and marketing programs and an exceptional experience in management and business development across international markets specially in the real estate sector, with extensive experience working in GCC and Arab markets teams, Sales and marketing of first class, with professional creativity and excellent experience in the GCC and Middle East and Africa region.

Innovative leader adept at building teams with the ability to think creatively and design profitable organizational changes. (Sales , Marketing , Call Center & telesales ,CRM & Handover team)

Keen understanding of customer needs and optimal work environment to ensure maximum performance from employees

Development

Worked with international brokerage agencies and marketing agencies established a network of over 1,000 real estate agents across GCC & MENA Region

My responsibilities as head of Department either in Sales or Marketing can be responsible of making a business viable and profitable and do this by creating awareness, engaging customers, researching competitors and company product, preparing promotional activities and materials and a whole host of other responsibilities.

Budgeting

I can work on budget that given as a certain amount of money to spend upon creating a presence for the company or product in the market. It is the responsibility of the head of marketing department to estimate the cost of all the marketing activities it intends to carry out and prepare a budget that would use the allocated amount of money most efficiently. It is essential that the marketing personnel stick to the budget.

SKILLS & PERSONAL QUALITIES

- Product definition , CRM and Digital strategy , Marketing research & analysis
- Marketing Operations, qualified Lead generation & International Networking
- Sales Operations, Pricing & Valuation and PR Strategy with strong media relation across GCC & MENA region
- Strong communications with government Authorities based in UAE & GCC
- Strong Marketer & Business Developer with 13 years' experience in Media , communication , Hospitality & Real Estate
- Work with sales team & business development as one team and support them to achieve their goals and yearly target
- Acknowledge of online reputation management & Control what people find about you online.
- An excellent communicator
- Think creatively & very well connected in social networks platforms
- Able to work within a budget
- Excellent knowledge in using Microsoft programs (Word, Excel, Power point and internet)



Apr, 2021 - Present

Group Sales Marketing Director

manages the marketing process from research and planning to execution and analysis. ... Develop and implement marketing plans, including promotional calendars and programs, new product introductions and other marketing projects. Develop and manage marketing budgets.

Activities and responsibilities

1. Plans and oversees advertising and promotion activities including print, tonline, electronic media, and direct mail.
2. Ability to market services both to external clients and internal partners, develop client networks, and support efforts in developing and executing sales and marketing strategies
3. Develops and implements strategic marketing plans, sales plans & forecasts to achieve corporate objectives
4. Ensure quality of Client deliverables by having a strong attention to detail
5. Mentor and develop staff to include assistance with preparing candidates with their CRM
6. Maintain and develop excellent relationships with current clients & brokerage companies
7. Actively develop new business opportunities through contacts, relationships and networking activities



Mar, 2019 - Apr, 2021

**General Manager Sales & Marketing
at Al Ruwad Real Estate - Dubai**

1. Dealing with potential customers and generate leads.
2. Responsible for brand promotion and lead conversions.
3. Responsible for post sales services and client relationship management.
4. Develops and implements strategic marketing plans, sales plans and forecasts to achieve corporate objectives.
5. Plans and oversees advertising and promotion activities including print, online, electronic media, and direct mail.
6. Ensures effective control of marketing results and maintenance of designated budgets.
7. Oversees and evaluates market research.
8. Establishes and maintains relationships with industry influencers and key strategic partners.
9. Directs sales forecasting activities and sets performance goals accordingly.
10. Directs market channel development activity.
11. Reviews and analyzes sales performances against programs, quotes and plans to determine effectiveness.



Jun, 2017 - Mar, 2019

**General Manager Sales & Marketing at Sharjah Oasis
Real-estate development (master developer for Shar-
jah waterfront city – Ajmal Makan**

Creating the departments and setting clear SMART goals to provide the basis for aligning the sales and marketing teams. Implementing the marketing strategy and elements and goals for the year, along with the sales and marketing teams' action items for helping achieve the overall revenue goals for the company. Commitment between both departments and should be agreed upon prior to the first sales and marketing meeting. Promoting the project in local and international market. Hiring the best candidates in the market to work together and achieving the monthly target.



Sep, 2013 - Dec, 2016

Head of Marketing department at AZIZI Developments

AZIZI Developments is more than just a recognized leader in property and real estate developments. The company believes that each and every project is a portrait of the company as a whole, and therefore, the mission is to autograph each venture with excellence. By merging the talents of seasoned professionals experienced in development, construction, marketing, sales, leasing and management, we continue to establish ourselves as one of Dubai's leading real estate developers.

Activities and responsibilities

1. Branding positioning and communication
2. Manage all social media platforms and content creation along with PR agency
3. Brand activation by arranging local & international roadshow
4. Local & international Leads generation
5. Brand Reputation managements
6. Handle marketing all PR activities for the company and the Azizi Group
7. Market Research before we Promoting all projects by approaching the right target Audience
8. Manage department team
9. Communicate with all government entities and create affective offers for all employees
10. Increase the monthly closing deals
11. Dealing with all advertising agencies



Jul, 2010 - Jun, 2013

Business Development Manager

create and come up with some specific ideas where they can increase tremendous value to business in terms of brand recognition and awareness.

monitor industry trends and consumer behaviour to provide digital solution, in terms of Social media, web application, native mobile apps ,SEO's ,SEM's videography – Photograph, audio production, and Events

Activities and responsibilities

1. Contacting potential clients to establish rapport and arrange meetings.
2. Planning and overseeing new marketing initiatives.
3. Researching organizations and individuals to find new opportunities.
4. Increasing the value of current customers while attracting new ones.
5. Finding and developing new markets and improving sales.
6. Attending conferences, meetings, and industry events.
7. Developing quotes and proposals for clients.
8. Developing goals for the development team and business growth and ensuring they are met.
9. Training personnel and helping team members develop their skills.



البيان
الإمارات اليوم

EMIRATES
24/7



Nov, 2003 - Jun, 2010

Sales & Marketing Manager

Arab Media Group & Dubai Media Inc., Dubai, UAE

Arab Media Group (AMG) – DMI (Dubai Media Incorporated) Dubai was The biggest media house in the region publishing three dailies: AL Bayan – Emarat AL Youm- Business 24/7 along with 9 radio stations & outdoor media. This is where I got promoted to Sales & Marketing Manager where I was heading a team of 6 sales members and my main role was to sell the entire above mentioned medium along with managing the team and their targets.

In month of October Al-Bayan, Emarat Alyoum ,Emirates Business 24/7 and Noor Dubai radio station have been moved from Arab Media Group to Dubai Media incorporated , based on government decisions, and where I am kept in the same job as sales & Marketing Manager

Activities and responsibilities

1. Manage staff of six sales representatives.
2. Setting up and leading a team of 6 based to follow up and handle all the clients' requirements and needs.
3. Work in partnership with the Head of Partner Marketing to devise the supplier direct strategy.
4. Work in partnership with Consumer Marketing Group to develop and implement new advertising.
5. Following and achieving a monthly target set by the management in Arab Media Group.
6. Conducting weekly staff meetings to review the achievements of the targets and problems/solutions faced.
7. Setting up monthly action plans for the staff which includes: (sales leads, existing accounts follow ups, outstanding accounts collections, compliance with standards)
8. Acquiring new prospects and setting up weekly sales visits and plans for the sales team.
9. Setting up a customized customer care solution to meet with the demands and requirements of client data base.
10. Direct, coordinate, and review activities in sales and service accounting and recordkeeping, and in receiving and shipping operations.



The Expert

Ala'a H. Masoud

www.alaamasoud.me



Education

1993 – 1994

Good Degree in the General Examination, Jordan

1994- 1997

Diploma in Electronics from Amman University
College for Applied Engineering, Jordan



Personal Information

Name: Alaa Masoud

Nationality: Jordanian

Date of Birth: 22 Aug t 1976

Material Status: Married

M. +971 50 2603606

Alaamasoud76@gmail.com

About.me/alaamasoud

Twitter: [@alaamasoud76](https://twitter.com/alaamasoud76)

Address: Dubai UAE.





A dark gray circle is centered on a black background. Inside the circle, the words "THANK YOU" are written in white, uppercase letters. The word "THANK" is in a thin, sans-serif font, while "YOU" is in a bolder, sans-serif font.

THANK **YOU**