

Al-Moutaz Billah Tarabzouni

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Saudi Arabia - Jeddah

Introduction

I am a passionate self-motivated professional with more than 12 years in Sales, Marketing and Communications, and Business Development within the Freight Forwarding, Logistics Services, Hospitality, HORECA, and F&B industries. Furthermore, the ability to adapt to training employees and provide guidance for enhancing their performance and fostering skill development. With a proven ability to execute successful projects with knowledge in the following areas:

- Understanding and proficiency in data analysis and employee training.
- Exhibiting a customer-centric approach with exceptional abilities in building and nurturing relationships.
- Generating new business opportunities and cultivating existing customer connections.
- Possessing self-confidence, organizational prowess, and a strong motivation to succeed
- Bringing a creative and entrepreneurial mindset to all business ventures
- Proficiency in strategic data analysis, leveraging it to drive evidence-based decision-making

Work Experience

➤ The Marketing and Business Development Head

Esnad Hospitality Company (ESSO Coffee) – Jeddah

Apr 2024 – Present

Important Highlights:

- Developing the Marketing department strategies.
- Managing the Marketing teams.
- Planning and Budgeting For The Marketing Department.
- Conducting market research.
- Developing products and pricing strategies.
- Executing marketing campaigns and Branding Materials.
- Managing customer relationships.
- Analyzing the market and sales performance.
- Allocating resources while collaborating with another departments.
- Product and service development.
- PRs and Event Management.

➤ **Director of Sales and Marketing**

The Overdose Company – Jeddah

Nov 2023 – Mar2024

Important Highlights:

- Developing sales and marketing department strategies.
- Managing marketing and sales teams.
- Planning and forecasting sales.
- Conducting market research.
- Developing product and pricing strategies.
- Executing marketing campaigns.
- Managing customer relationships.
- Analyzing the market and sales performance.
- Allocating resources while collaborating with another departments.

➤ **Sales and Marketing Manager**

Coffee Gourmet Company- Jeddah

July 2022 – Nov 2023

Important Highlights:

- Develop sales and marketing strategies.
- Coordinate marketing campaigns, while monitoring the market trends and competitor activities.
- Build and maintain customer relationships.
- Analyzing sales and marketing performance.
- Managing sales collection while overseeing warehouse and stock management in Jeddah and Riyadh.

➤ **Corporate Communications Manager**

Saudi Logistics Services (SAL) – Jeddah

Dec 2020 – June 2022

Important Highlights:

- Develop communications strategies and plans.
- Handle PR and media relations and Digital Marketing.
- Manage the internal and external communications.
- Create and oversee content creation.
- Handle stakeholder communication.
- Manage social media platforms while coordinating external and internal events.

➤ **Corporate Communications Sr. Officer**

Saudi Arabian Airlines Cargo Company – Jeddah

Sep 2018 - Dec 2020

➤ **Senior Sales Officer**

Saudi Arabian Airlines Cargo Company – Jeddah

Mar 2015 - Sep 2018

➤ **Direct Sales Agent**

Saudi Arabian Airlines Cargo Company – Jeddah

June 2012 - Mar 2015

➤ **Customer Service Officer**

Saudi Arabian Airlines – Jeddah

Aug 2009 - June 2012

Education & Certificates

Bachelor of Science in Public Administration, King Abdul-Aziz University – Jeddah, Saudi Arabia.

- The Strategic Planning.
- E-Commerce Supply Chain.
- Feasibility Study Basics.
- Business Strategy Sustainability.
- Customer Relationship Management (CRM).
- Product Management.
- The Business Financial Planning - Strategies for Sustainable Success.
- Data Analysis.
- Train The Trainer – TOT.
- Markets Researcher.

Skills & Expertise

- Communication Skills: outgoing, and a great listener.
- Time Management skills.
- Negotiation skills.
- Market researching skills.
- Bilingual: can fluently speak and write in (Arabic, English).
- Great with technology.
- Business Skills: Competent in Presentations & Business communication, Self-motivated, Punctual, Teamwork, and effective team member, Good knowledge of business and marketing, Withstands work pressures, Creative Mindset.
- Decision Making.
- Problem Solving.
- Team Leading Skills.
- Expert Motivator.
- Working Under Pressure.
- Expert Translator.
- Networking Skills.
- Microsoft Office – All Applications.

References

Upon Request.