

Zaid Dababseh

Business Development, Corporate Projects, Marketing and Brand Management

I am writing to you applying for a suitable vacancy in your esteemed company.

Thanks In advance for your time spent in reviewing my Cover Letter and the Curriculum Vitae.



COVER LETTER

Dear Sir or Madam

Please allow me to introduce myself.

My Name is Zaid Dababseh, I am writing to outline my qualitative experience and successful track record as an executive management professional. I have gained rich experience in implementing strategic planning framework, supporting business units with strategy development and the commercial assessment of business opportunities including the special projects. My credentials comprise managing business development projects and special assignments at a corporate level along with managing some of the key brands in the market.

In my role, I have contributed in observing the implementation of the corporate strategies and executing the new corporate theme of Damas in the level of the country and divisional wise in addition to monitor their reflection with the key financial targets. I have monitored the commercial and operation performances of all the departments with reference to the Major campaigns and events. Over the years, I have been involved in creating a new incentive scheme for all the Damas retail stores

During my engagement, I have marketed the brand through set of campaign ads, events, VM arrangements, BTL and ATL standardization to increase their popularity among targeted consumers. I have also handled related business aspects of managing various brands, set up the brand strategies and execution which covers the Sales growth, brand identity built up and brand awareness through several of marketing activities.

I am now looking for a challenging new position with an industry of repute. I am a Quick Learner with a 'Can Do' attitude and a thirst to learn and adapt to a new environment; seeking out new challenges to contribute to channel management through involvement, influence & teamwork and working with you would certainly provide me with the ideal opportunity of further skill enhancement and career growth.

Please do not hesitate to call me at +97150-8055514 in order to present my credentials more fully; I would appreciate the opportunity for an interview at your earliest convenience to discuss the ways in which I can contribute towards the growth of the organization. I thank you for your time and consideration and look forward to hearing from you.

Sincerely

Zaid Dababseh



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damas

FOREVERMARK

MANNAI
CORPORATION

SEIKO

Stroili
ITALIAN JEWELS

DRC
دبي ريتال
DUBAI RETAIL COMPANY



umniah

"MINDS ARE LIKE
PARACHUTES -
THEY ONLY
FUNCTION WHEN
OPEN."

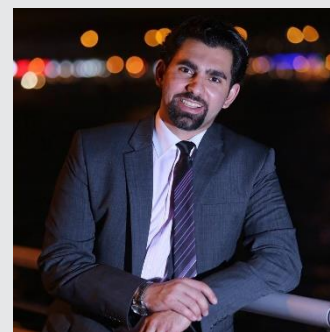
Thomas
Dewar

Zaid Dababseh

Business Development, Corporate Projects, Marketing and Brand Management

Accomplished 8 years of solid and proven professional Journey in Business Development, Projects and Brand Management with a consistent proven track record in exceeding P/L targets & business objectives through innovative planning, streamlined retail and W/S operations and implementation of sound business practices.

Highly motivated, results-oriented who has achieved set of goals and delivered highest standards in challenging work environments with a relatively short period of expertise.



JOB EXPERIENCE

Super Cement Manufacturing - Marketing Manager (June 2016– Present)

- In charge for increasing the business volume through existing clients and new clients / markets (Qatar and Oman)
- In charge of establishing and execution of the new corporate identity (from Super cement company to Super industries group)
- Update the owners with the market status / requirements and recommendations for setting up the future direction of the company.
- Guide and instruct the employees to adopt the required business practices and standards to move from family business to corporate theme.

Damas Jewellery (May 2012 – April 2016) ECO / Special Projects Manager

Reporting to the Chief Executive Officer, handling the related business aspects of development and implementation of a strategic planning framework, supporting business units with strategy development and the commercial assessment of business opportunities including the special projects.

A. Executive Corporate Officer – CEO operational Assistant (May 2012 – Jan 2016)

- Provide regular updates to the CEO on the business status, issues, risks, assumptions and dependencies, growth initiatives and acquisition targets.
- Monitoring and managing the KPI's of the EXO's and HOD's.
- Play a role in restructuring the Corporate Mission, Vision and values through extensive researches, focus groups discussion and presentations.
- Observing the implementation of the corporate strategies country and divisional wise in addition to monitor their reflection with the key financial targets.
- Continuous market researches on the changing trends and behaviors in the local and regional market, competition analysis, and SWOT analysis aligned with the corporate strategies.
- One of the key players who were involved in creating a new incentive scheme for all the Damas retail stores.
- Responsible of preparing the corporate presentations including the regular Board of Directors presentation and materials.
- In charge of Monitoring the commercial and operation performances of all the departments with reference to the Major campaigns and events (Valentine, Mother's Day, National Day, Diwali, Akshaya Tritiya and promotional occasions ensuring the quantitative and qualitative deliverables as the targeted by the management.

B. Special Projects – Damas Jewellery L.L.C (May 2012 – April 2016)

I. *Damas Franchisee Markets – Project Manager (Nov 2015- April 2016)*

- In charge of all the commercial and operational requirements in the Damas overseas Franchisees market (Jordan, Egypt and Pakistan) with reference to maintain the standards of Damas in terms of products, shop visualization, marketing and promotions, customer service and corporate branding.
- Increase the Annual orders up to 17% in some of the territories.
- Provide the needful support to follow the standard practices of Damas in (Products assortment, shop appearance, and customer service)



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Jordanian



Willing to relocate? Yes



Employment Visa

PROFESSIONAL SKILLS

Business Development

Brand Management

Project Management

Marketing Research

Data Analysis

Change Management

Business Software

Strategic thinking

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II. *New Product Development – Project Manager (Nov 2015- April 2016)*

- Managing a project for a new product development for Forevermark brand introducing a new variety of collections with brand repositioning in the market
- Project manager for the special occasional collection of the (Valentine and Mother's day) from the market research, concept design, pricing and merchandising plans, manufacturing process and marketing campaign till reviewing the business outcomes.
- Launch the new Damas Bridal collection in all outlets.
- Rebrand and launch Damas kid's collection.
- Set up new product lines for various Damas collections as part of In house brands revival for the slow moving brands.

III. *The watch Studio Project - Sr. Brand Manager (Feb 2014 –Oct 2015)*

- Establishing a new Mono-brand retail outlet to sell the mid-low watches segment of Damas Jewellery from the concept design to the execution of opening 3 outlet POS in UAE.

IV. *Seiko watches Project – Country Brand Manager - Qatar (Oct 2014 – Oct 2015)*

- Increasing the brand awareness in the market through implementing the global standards of the brand as per the brand principals' expectations.
- Responsible of finding and establishing a new POS channels to achieve the growth in terms of Sales and presence (POS increased from 21 to 54 in 9 months)
- Introduce the high end segment watches (Astron & Grand Seiko) in Qatar for the first time in 5 POS including the airport duty free.
- Increase the sales of Seiko in the first 6 months of 2015 increased by 93% in quantity and by 178% in value in comparison with 2014.
- Set a commercial contracts will all dealers to assure the execution as per the standards.
- Meeting the brand principals from Japan twice a year to review the overall performance of the brands.
- Marketing the brand through set of campaign ads, events, VM arrangements, BTL and ATL standardization to increase their popularity among targeted consumers. (Marketing campaign for high end watches launched in May-15).
- Developing & refining brand in-store look and feel visualization as per the VM guidelines.
- Conducting in-depth consumer analysis to determine the image/demand of a brand
- Set up new Retail concept for Seiko (Seiko kiosk and Shop in shop) concepts.
- Developing annual brand plans in partnership with the sales and insight teams to maximize brand potential. 0
- Effectively managing, coaching, motivating and developing the sales teams. (Set up 4 training sessions with Seiko dealers & sales executives in 2015)

V. *Stroili Oro Project - Brand Manager- UAE (April 2013 - July 2014)*

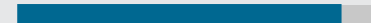
- Founding the business between both parties Damas and Stroili and representing the brand (Stroili) in the trade association meetings and other events. (3 Mono-brands outlets and 5 kiosks).
- Conducting In-Depth market and consumer analysis, monitoring market trends and identifying potential areas to determine how to position the image of the brand in the region. (Achieving the sales targets from the beginning of 6 months).
- Manages day-to-day retail and operational aspects and monitoring the outlets in terms of: Sales achievements, Staff performance, Visuals and visibility of the shop (Managing 27 sales executives)
- Creating and executing a business plan which includes: Managerial, Financial, Merchandising, PR & Marketing, Pricing strategy, leasing and growth plans which creates the brand identity in the region and achieve the corporate targets adopting the changing needs of the market.
- In-charge for the recruiting process of the Sales executives alongside with the HR department.

PERSONAL SKILLS

Communication



Teamwork



Creativity



Leadership



Management



Multitasking



Computer Literate



PERSONAL ACHIEVEMENTS:

- Earned a letter as a one of the best achievers in Damas in 2014 & 2013.

- Best presentation among other 25 in structuring the corporate values Damas (2012)

- Participated in Queen Rania Centre for entrepreneurship competition in Reduced X-ray by intelligent localization business plan project (2008).

- Founder of HSDC: Humanistic Sustaining and Developing Council from a business-incubator in YEA: Youth Entrepreneur Association (2007) –Yarmouk.

- Publishing my own poem book "Colors of our life" and considered the youngest English poetry in Jordan (2003)

KEY FACTS:

52% Of aging Damas stock liquidated (2012-2014)

23 New Stores of Damas & Mono-brands opened

178% Growth in sales (Seiko)

27 Sales Executives Managed (Stroili)

2025 Apartments directly managed (Ritaj)

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- Attending trade fairs, exhibitions and conferences to promote brands.
- Provide a continuous training to the sales staff on the brand promise and standards, relationship selling Technique, product knowledge and personal grooming.

VI. *Rebranding Damas Corporate identity - Project Manager (May 2012 - May 2013)*

- Coordinating with International Marketing agencies like (JWT, TNS, IMDB) to do the required research on the brand equity which will be a fundamental structure of formalizing the new corporate identity strategy
- One of the founders of the new Damas vision, mission and Values.
- Coordinating with Senior Management, HOD's and country managers to execute the strategy and deliver as per the CEO's expectation.

Dubai Investments Group - Property Manager (April 2010 – April 2012)

As a Property Manager of a multi-million dollar residential community "Ritaj" with 2025 apartments and community center reporting to the General Manager.

- Responsible of all general enquiries and feedbacks from clients and other related divisions with regards to day-to-day operations and updates.
- Evaluates real estate property present conditions, its values and generates on time status detailed reports. Conduct several market researches, analysis and prepares solid reports and presentations needed for Board of Directors meetings.
- Accurately complete and maintain all necessary documentations associated with selling or leasing of assets
- Processing and collecting of all payments required, issuing of receipts and compiling data needed for financial reports.
- Responsible for conducting the negotiations with the clients, owners and service providers regarding to the prices, payments & quotations in order to achieve the company goals and objectives
- Provide support to the General Manager in the range of functions associated with creating and implementing a strategies and plans in orders to be fitted with the current market situation.
- Taking care for creating, designing and organizing all materials needed for advertising and operations in order to maintain a high professional and ethical profile in accordance with industry and company standards.
- Engaging and liaising with civil contractors on various maintenance works such as cleaning and hygiene, conservation and fire safety requirements, physical assets and outdoor landscaping.
- Additionally updating Company profiles, website and branding as well as conceptualizing and designing brochures, point of sales materials and develops the promotional campaign plan into reality.

Umniah Telecommunication Company

Sales and Marketing Executive (November 2008 – January 2010)



EDUCATION

- Bachelor's degree on Marketing and Business Administrations - Yarmouk University, Irbid, Jordan 2005-2009 GPA: 82% - Ranked 3rd. in class of 2009
- Graduation required project: "The effect of cultural forces on the customers' acceptance of advertising in Middle East.
- Obtained "Innovation for Entrepreneurs: From Idea to Marketplace" course from University of Maryland – USA

For more details please visit my personal website

WWW.DABABSEH.COM

COURSES:

- Fundamentals of Project Planning and Management - June 2015 - Degree: 95.5% - University of Virginia – USA (coursera)

<https://www.coursera.org/account/achievements/records/gRcCfA2rzcdQ43Jb>

- Brand Management: Aligning Business, Brand and Behavior - Sep 2015 Degree: 90.5% - University of London – UK (coursera)

<https://www.coursera.org/account/achievements/verify/NE282CW634>

- Management of Fashion and Luxury companies - Dec 2015 – April 2016

Grade Achieved: 96% - University of Bocconi - Italy (coursera)

<https://www.coursera.org/account/achievements/records/38MURJSA2A8E>

PUBLICATIONS:

The Art of Time Management

- Arabic Ver. P73 & 74 10th.Edition Buniyah Magazine)

http://pwsd.rak.ae/Magazine/RAK_PWSM_Magazine_Issue_10_Sep_15.pdf

English Ver.

<http://www.dababseh.com/#!/The-Art-of-Time-Management/c1hse/559c33650cf2361ae786ee8a>

INTERESTS:

-Reading "Business, Economic, Self-development and psychology and Cultures.

-Sports "Basketball, GYM and Horse riding".

REFERENCES:

- Available upon request