

MALAZ MERGHANI OSMAN

Account Management - Sales Specialist

malazmerghani1998@gmail.com | +966545406284 | Dammam

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.linkedin.com/in/malazmerghani>

PROFESSIONAL SUMMARY

Self-Made, motivated and goal-oriented sales specialist, aiming to secure a Sales Executive position. Eager to bring exceptional skills in customer acquisition, market analysis, and strategic sales planning to drive company growth and enhance market presence. Dedicated to delivering top-notch customer service and achieving unparalleled sales performance.

SKILLS

- Negotiation skills
- Presentation Skills
- CRM Software Proficiencies
- Data analytics
- Trends Analysis
- Product Knowledge
- Team working
- Sales management

WORK HISTORY

Jan 2019 - Jan 2025

Founder

Art Deal - Dubai

- Solidified company's competitive position, conducting comprehensive market analysis and adjusting strategies accordingly.
- Expanded company's footprint within Gulf and local customers by identifying and capitalizing on emerging market opportunities.
- Achieved high sales rate and increased customer loyalty to the brand.
- Developed and implemented innovative and unconventional marketing plans.
- Improved operational efficiency, adopting social media platforms that facilitated routine tasks.
- Increased Sales revenue by 400% within 2 years.
- Build collaborations and partnerships with other local brands in the market.

Jan 2023 - Jan 2024
Marketing Specialist
Nagi Store for Project
Management

- Developed and implemented comprehensive marketing strategies to enhance brand awareness and drive sales.
- Conducted market research to identify target audiences and competitive landscape.
- Produced engaging content for social media platforms, blog posts, newsletters, and promotional materials.
- Collaborated with graphic designers, photographers, and videographers to create visually appealing marketing assets.
- Managed and updated the company's website and social media profiles to ensure consistent brand messaging.

Jan 2019 - Jan 2020
Biomedical Engineer Rep.
Al Razi University - Clinics - Sudan

- Boosted sales performance through effective negotiation skills, customizing pricing plans according to client budgets while maintaining profitability.
- Conducted feasibility studies to select the best suppliers.
- Ensured patient safety by adhering to strict quality control procedures during equipment inspections.
- Led training sessions for new hires, equipping them with essential sales techniques and product knowledge.

EDUCATION

May 2022
Associate of Science: Biomedical Engineering
Al-Mughtaribeen University | Khartoum, Sudan

CERTIFICATIONS

Mar 2024	Marketing and Sales Professionals Certificate George Angly, Washington Learning Enterprise
Jul 2024	SUPPLY CHAIN LOGISTICS - Rutgers The State University Of New Jersey

LANGUAGES

Arabic	English
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ACCOMPLISHMENTS

- Creative Branding & Presentation: Designed and delivered the Sudanese team's traditional opening ceremonial outfits for the 2020 and 2024 Olympics, demonstrating expertise in understanding target audiences and creating impactful visual narratives.

- Media Exposure & Public Relations: Featured as one of Sudan's youngest business talents on national television and radio programs, demonstrating strong communication skills and a proven ability to represent brands effectively.