

ESSAM ALI ELLALLI

EXECUTIVE SECRETARY & REAL ESTATE MARKETING SPECIALIST

Jeddah, Saudi Arabia | Essamaliellalli@gmail.com | 0500922809

Results-driven professional with over 15 years of experience in executive assistance, real estate development, procurement, logistics, and sales coordination. Adept at managing executive calendars, supporting strategic real estate projects, and handling complex operational workflows. Proven track record in off-plan property sales under Wafi regulations, and extensive exposure to ERP systems, vendor management, and stakeholder engagement. Bilingual communicator fluent in Arabic and English, known for organizational precision and business-driven thinking.

AREA OF EXPERTISE

- Executive Calendar & Meeting Management
- Off-Plan Real Estate Sales (Wafi Program)
- Procurement & Inventory Coordination
- CRM & Sales Administration
- Performance Reporting & Analysis
- Cross-Functional Team Liaison
- Market Research & Competitor Benchmarking
- Real Estate Marketing Strategy
- Oracle Systems & ERP Integration
- Document Control & Confidentiality
- Logistics & Order Fulfillment
- English & Arabic Communication
- Customer Service & Sales Support
- Report Writing & Data Organization

PROFESSIONAL EXPERIENCE

Sales Coordinator | Modern Metal Factory.

Jeddah 2023 – Present

- Coordinated daily operations with sales representatives and ensured order accuracy.
- Monitored sales performance and submitted monthly and quarterly reports.
- Evaluated sales reps based on KPIs and linked performance to sales outcomes.
- Followed up on warehouse inventory, addressing shortages with production.
- Tracked client orders from issuance to delivery.
- Maintained communication with the warehouse and logistics departments.
- Drafted and archived order-related documentation and notes.

Executive Secretary & Real Estate Developer | Consultant Zaki Farsi Real Estate Development

2023

- Managed the daily schedule and travel plans of the real estate consultant.
- Organized meetings, recorded minutes, and ensured timely follow-ups.
- Monitored hospital appointments and personal engagements.
- Contributed to real estate development for “Farsi Towers” and “Farsi Seven”.
- Supported off-plan property sales in accordance with Wafi program.

Procurement & Support Services Officer | First Solutions Company

Riyadh 2021 – 2023

- Handled procurement for materials and furniture for corporate use.
- Tracked purchasing requests from initiation to supplier delivery.
- Verified product quality, quantity, and specifications.
- Built relationships with vendors and ensured compliance with contracts.
- Prepared procurement reports for senior management.

Real Estate Marketing Specialist
Eng. Mohammed Ali Farsi Real Estate Development Group

jeddah 2011 – 2020

- Conducted competitive analysis and real estate market surveys.
- Developed and implemented marketing plans for the Farsi 7 project.
- Managed digital and print advertising campaigns.
- Organized real estate exhibitions and events.
- Prepared reports and progress updates for stakeholders.
- Supported buyers and investors with transaction tracking.
- Handled procurement for project-related needs.
- Maintained sales reports and real estate market data.
- Ensured brand visibility and alignment with project objectives.
- Provided cross-functional administrative support.

ERP Consultant & Marketing Strategist | Alpha Information Technology. **Jeddah** **2006 – 2011**

- Developed and executed ERP marketing strategies.
- Led system customization in collaboration with clients.
- Identified and organized client requirements into system plans.
- Managed projects from planning to implementation.
- Facilitated client onboarding and training sessions.
- Resolved functional issues within the ERP system.
- Handled procurement tasks for projects and tenders.
- Delivered consulting services on financial and admin systems.

Procurement & E-commerce Consultant | Integrated Vision Co. & Ofaq IT **jeddah** **2000 – 2006**

- Managed Apple device and software procurement.
- Provided purchasing support for group subsidiaries.
- Supported R&D in e-commerce and procurement logistics.
- Handled tenders for government and private sector.
- Monitored supplier deliveries and ensured quality compliance.
- Organized procurement documentation and audits.
- Built strong vendor relationships for better pricing.
- Ensured supply chain accuracy and responsiveness.
- Advised on technical solutions for client projects.
- Maintained a database of tech suppliers and components.

EDUCATION

Bachelor of Computer Science – Eastern Mediterranean University (EMU) | 1998

CERTIFICATIONS & TRAINING

- **Oracle & Database Systems**
- **English Language Course** – British Council
- **Multiple IT and Self-Development Programs**

ADDITIONAL INFORMATION

- **Languages:** Arabic , English