**Hussamalden Tagalser Abdulrhman Mohamed**

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**Summary of Qualifications**

 \* I’m motivated **Marketing specialist** up to 8 years successful professional experiment

\* Good communication, creative bilingual Arabic and English in marketing and banking.

\*Developed innovative marketing and business strategies and plans to maximize growth and profitability.

 \* Doing advertising Conceptualize, create, develop, and implement innovative promotional campaigns. Develop, direct and monitor comprehensive communications and advertising programs through implementation of various media designed to achieve designed results.

 \* Research & Analysis: Researched and analyzed market needs based on competitive intelligence. Developed marketing strategies to more aggressively promote new

**Professional Experience skills**

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| --- | --- |
| * Marketing Strategies& Campaigns
* Corporate Communications
* Creative Team Leadership
* Product Positioning & Branding
* Banking Services
 | * Focus Group & Market Research
* Sales Collateral & Support
* Public & Media Relations
* New Product Launch
* Call center
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**Qualifications & Education**

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**2011-2012: Bangor University- UnitedKingdom**

Master of Business Administration (MBA), Marketing



**2000-2005:University of Khartoum – republic of Sudan**

Bachelor of Science (BSc), Economics

**Work History**

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#### \*Head of CRM .

#### April 2018 – Till now. Marketing and Planning Department

• Working closely with the marketing manger to provide guidance on how to maximize current and prospective relationships through the use of the CRM.
• Analysis of the current CRM and ensuring it’s fit for purpose and the goals of the bank.
• Define requirements for effective use of the CRM and its infrastructure.
• Making sure the CRM is customer focused and working to maximize its effectiveness for new accounts and distribution.
• Planning, managing and delivering multi-channel, digital CRM marketing campaigns.
• Ensure return on investment through KPI’s and performance metrics.
• Conducts research on trends in the CRM field within the marketing department and identifies emerging opportunities that the business could capitalize on and gain a competitive advantage in terms of consumer acquisition and retention in the market.
• Consistently evaluates consumer data, which is, consumer behavior, program engagement, rewards redemption, user experience analyses.

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#### \*Head of Treasury- al Riyadh branch

#### ([August](https://www.timeanddate.com/calendar/months/november.html)2017 – [April](https://www.timeanddate.com/calendar/months/november.html)2018)

* Understand, manage, and supervise all aspects of cash flow.
* Forecast daily cash requirements and execute daily financing decisions.
* Assess risk/return tradeoffs in guidelines.
* Evaluate, develop and implement cash management systems to optimize efficiencies.
* Understand and manage appropriate accounting procedures and processes.
* Manage relationships with financial service providers.
* Monitor bank service fees and address quality issues.
* Meet with cash management banks to plan cash management.
* Manage, direct, and develop Cash Management staff.
* Recommend, implement and maintain process improvements.

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#### \*Head of accounts- al Riyadh branch

#### ([November](https://www.timeanddate.com/calendar/months/november.html)2016 – August2017)

* Direct all operational aspects including distribution operations, customer service, human resources, administration and sales
* Meet goals and metrics
* Manage budget and allocate funds appropriately
* Bring out the best of branch’s personnel by providing training, coaching, development and motivation
* competitive intelligence, business opportunities and needs
* Ensured confidentiality with all banking transactions.
* Oversaw daily operations and addressed any staffing issues

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#### \*Head of Customer Service

#### June 2016 – [November](https://www.timeanddate.com/calendar/months/november.html)2016. Marketing Department

• providing help and advice to customers using my bank's products or services;
• communicating courteously with customers by telephone, email, letter and face to face;
• keeping accurate records of discussions or correspondence with customers;;
• meeting with other managers to discuss possible improvements to customer service;
• leading and supervising a team of customer service staff;
• learning about our bank's products or services and keeping up to date with changes;
• reviewing the performance of staff, identifying training needs and planning training sessions;
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#### \*Head of Media and Advertising

**February 2015 – June 2016. Marketing and Planning Department**

#### Responsible for managing the media department.• Attend strategy meetings and brainstorm on media buying initiatives and suggestions..• Decide how best way to communicate message.• Monitor and optimize effectiveness of campaigns.• Build relationships with media sales companies.• Negotiate rates with media sales companies to obtain most competitive prices.• Buy advertising space in magazines or newspapers..• Work with media sales workers employed by newspapers, magazines, cable services, and radio and television stations.

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#### \* Customer Service Supervisor

**September 2013 – February 2015 at FIB Call Center**

• Investigate customer's problems and find solutions.
• Communicate with customers via phone, email, or letter.
• Provide scripts to read from during phone calls.
• Handle major incidents that cannot be resolved by agents.
• Resolve complaints and order issues.
• Train agents on how to adequately address problem over the phone.
• Work with management on customer service initiatives.



#### \* Banker

**August 2008 – September 2013**

• Provide clients with information on bank’s services and products
• Guide clients through bank’s products and services and assist them in choosing what is best for them
• Assist clients with account opening procedures by helping them choose which information to write
• Ensure that account opening forms are complete and accurate
• Establish new client relationships and handle outbound outreach
• Manage sales activities in order to meet personal goals and those set by the bank
• Manage receipt and payment of cash for clients
• Verify check endorsements and ensure that cash receipts are provided
• Enter all transactions into bank’s database and make sure that accuracy is maintained
• Stay in constant touch with clients in order to keep them abreast of new products and services