**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**

|  |  |
| --- | --- |
| * 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 |

**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