



## KHALID SULIMAN

### Objective

A dynamic Customer Experience, Marketing and Sales professional with an experience of over 15 years with UAEs and MENA region most prominent financial institutions: the National Bank of Abu Dhabi (UAE) and First Gulf Bank (UAE)- now First Abu Dhabi Bank-, in the fields of Customer service, Sales, Transformation, Quality Assurance and Training; 2 years as Section Head of Customer Relationship Management (CRM)/ Acting Head of Marketing Department at Al Nile Bank for Commerce and Development (Sudan), and 2 years as Marketing Manager at INMAA for Poultry and Feed Project, Sudan's largest poultry & feed firm.

### Experience

#### Marketing Manager/ Export Manager

INMAA for Poultry and Feed Project, January 2020 till August 2022

**Job description:** Develop strategies and tactics to get the word out about the company, deploy successful marketing campaigns and own their implementation from ideation to execution, experiment with a variety of organic and paid acquisition channels like content creation, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis, produce valuable and engaging content for the company's social media, media and website that attracts and converts target groups, build strategic relationships and partner with key industry players, agencies and vendors, prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely, oversee and approve marketing material, from website banners to hard copy brochures and case studies, measure and report on the performance of marketing campaigns, gain insight and assess against goals, analyze consumer behavior and adjust email and advertising campaigns accordingly, manage exporting activities.



Major Achievement(s): Exporting hatching eggs to major poultry producers in Saudi Arabia starting from December 2020 till present and embarking on exporting hatching eggs to UAE in 2022.

### **Editor**

**HAWAS Economic Magazine**  
Khartoum, Sudan  
2021-01 - Present

Create editorial calendars, develop story ideas and interviews, manage writers, edit content and manage the production process, and participate in HAWAS Economic Forum sessions.

**Major Achievement: Cover Page story editor**

### **Business Coach/Trainer**

**ENSAN Consultancy & Training Center**  
Khartoum, Sudan  
2021-02 - Present

Train candidates in the skills needed for business success such as marketing & sales skills, communication skills, business etiquette, entrepreneurship, etc..

Major Achievement(s): Presented a business workshop for youth during Khartoum International Book Fair 2021.

### **Customer Relationship Management (CRM) / Acting Head of Marketing**

**Al Nile Bank for Commerce & Development**  
Khartoum, Sudan  
2018-04 - 2019-12

Responsible for the development, execution, and continuous refinement of multi-channel Consumer Relations and the development of programs, roadmaps, and Consumer Relation strategies focusing on both loyalty and retention marketing strategies and complaints management. The development of consumer segmentation models along with internal and external analysts and based on common characteristics inclusive of consumer type and history, consumer behavior, and demographics.

### **Training & Quality Officer**

**National Bank of Abu Dhabi**  
Abu Dhabi, UAE  
2012-05 - 2016-10

Train various departments such as Contact Center and Branch officers on banking systems and procedures, customer experience related skills and complaints management.

### **Quality Assurance Executive/Trainer**

**First Gulf Bank**  
Abu Dhabi, UAE  
2008-06 - 2009-12

Monitor the performance of Customer Service Representatives and Tele-sales team, coach Contact Center and Sales officers on sales and communication skills, develop Personal Development Plans for officers.

### **Customer Service Representative**

**First Gulf Bank**  
Abu Dhabi, UAE  
2007-01 - 2008-06

Interact with customers over the phone and through e-mails to provide information in response to inquiries about products and services, products cross-selling, handle and resolve complaints.

### **Education**

#### **Coaching and Mentoring, Certified Performance Coach**

- Emirates Institute for Banking and Financial Studies (EIBFS) – Abu Dhabi, UAE  
Abu Dhabi, UAE, 2016 - 2016

#### **Bachelor of Management**

University of Ballarat  
KL, Malaysia, 2006 - 2007

#### **Bachelor of Business Administration (BBA), University of North Umbria at**

-Binary University College of Management and Entrepreneurship  
KL, Malaysia, 2003 - 2005

#### **Dutch Language course & computer courses, Dutch as a Second Language**

#### **Certification**

- Zoomvliet College- Bergen Op Zoom  
Bergen Op Zoom, The Netherlands, 2001 - 2002

#### **German as a Second Language**

Goethe Institute – Bremen  
Bremen, Germany, 1998 - 1998

## Skills

- Problem-Solving
- Teamwork
- Customer service
- Sales
- Leadership
- Public speaking
- Office administration

## Languages

Arabic, English, Dutch, German

## Certifications & Courses

First Gulf Bank Academy  
Customer Service for Remote Banking 2009  
Excel for Beginners 2009

Customer-focused Approach 2008  
Excellence in Customer Service 2008  
MS Office (Word, Excel, Powerpoint, Publisher, Outlook) 1999

## Honors & Awards

Best Sales Performer, First Gulf Bank, JAN 2007  
CSR of the Month, First Gulf Bank, JAN 2008  
Best Sales Performer, National Bank of Abu Dhabi, APR 2010

## Personal Details

Name: Khalid Osman Hamid Suliman  
DOB: 27 JAN 1980  
Nationality: Sudanese  
Tel.: 002499 0025 4445 – 002499 3071 5555  
Email: [khalid.suliman01@gmail.com](mailto:khalid.suliman01@gmail.com)