

Sara F. Abdin

Marketing & Business Development Consultant

EDUCATION

Professional postgraduate Diploma in Marketing Communications

The Chartered Institute of
Marketing (CIM)
(2014- 2016)

- o Marketing principles
- o Consumer behavior
- o Advertising
- o Public relations
- o Integrated media
- o Direct marketing
- o & Sales promotions

**Master degree in Business
Administration (MBA).**
School of Management Studies
University of Khartoum.
(2008-2010)

**B.Sc. (Hon.) Degree in
Computer Science and
Statistic.**
Faculty of Mathematical
Sciences
University of Khartoum.
(2000-2005)

ABOUT

Qualified member of the Chartered Institute of Marketing (CIM) & MBA holder(U-of-K) with over 9 years of experience in marketing and business development, helping companies solve problems, improve business performance, create value and growth.

RELEVANT WORK EXPERIENCE

MARKETING & BUSINESS DEVELOPMENT CONSULTANT

Blueprint Consulting, Khartoum- Sudan| Dec 2019 - till date

- Study the company's current situation to understand its Marketing and Business development needs.
- Conduct internal and external research and analysis to identify industry trends and commercial opportunities.
- Conduct marketing researches -Market analysis, Customer analysis, Competitors analysis, and Gap analysis- that help in the planning process
- Develop and implement Growth and Expansion strategies - Market penetration, Market development, Product development, Diversification And globalization.
- Develop and implement marketing strategies according to objectives and budget- branding, products and services, pricing, communication and distribution strategies.
- Prepare detailed proposals, and write reports with suggestions for improvements and new ideas
- Advise on branding, positioning, communications and other marketing issues.
- Help in developing internal marketing and business development department .
- Monitor marketing projects, evaluate the results against objectives and make corrective actions when needed.

BUSINESS DEVELOPMENT MANAGER

GSK Advanced Businesses, Khartoum- Sudan| Dec 2019 - Oct 2020

- Conduct researches and development activities to expand the group's operations and present findings.
- Validate new business ideas by following the validation process and prepare the needed reports.
- Develop strategic plans, business plans, marketing plans and communication plans and managing its implementation.
- provide all the necessary support to the Subsidiaries General Managers in continuously expanding the existing market and develop new markets.
- Develops and implements internal and external business development strategies, that help achieve the business objectives.
- Identifies and analyses the company's strengths and weaknesses, and respond to opportunities and threats in the business environment
- Educate, lead and supervise members of the business development team to ensure the project's achievement
- Support the business planning team in the initial development of strategic projects up to implementation and any other required areas of work
- Provide assistance with implementing suggested plans and strategies
- Establish tracking methods/ KPIs to help evaluate performance over time and take the corrective action when needed.

MARKETING MANAGER

GSK Advanced Businesses, Khartoum- Sudan| Dec 2018 - Dec 2019

- Establishes marketing goals that lead to the achievement of the organization objectives.
 - Uses market research and analysis to direct marketing strategy and planning
 - Developing and managing marketing campaigns.
 - Approves and oversees the creative development of promotional materials, website content, advertisements, and other marketing-related projects.
 - Communicates with various media buyers, advertising agencies, printers, and other services to help marketing projects come to fruition.
 - Works within the department budget to develop cost-effective marketing plans for each product or service..
 - Interviews, hires, and trains marketing staff members.
 - Tracks all marketing data and creates detailed written reports and verbal presentations to bring to senior executives.
- 

MARKETING COMMUNICATION MANAGER

Empire Electro-Mechanica, Khartoum- Sudan | Nov 2017 - JUN 2018

- Prepare internal and external communications plans supporting overall strategy.
- Act as a liaison with outside vendors and consultants.
- Create presentations, communications plan, corporate communications materials, media releases and provide event assistance.
- Conducting market research and analyzing data to define audiences and determined their needs and wants.
- Developing, marketing Plans and strategies
- Managing budgets
- Developing marketing campaigns.
- Organizing events and exhibitions.
- Liaising with designers and printers and Managing the production of marketing materials
- Managing campaigns on social media.

COMMUNICATION SPECIALIST

OCKHI Solutions and Services, Dubai - UAE | July 2016- July 2017

- Planning and managing in-house and external marketing events and evaluating their success.
- Developing and implementing the internal marketing programs.
- Supporting the marketing manager in day to day marketing activities.
- Research and analyses market trends, competitor offerings, and other information that affects marketing strategies.
- Use research findings and analysis to provide direction to marketing managers regarding upcoming marketing projects, new services, and overall strategy.
- Monitor marketing and sales performance and adjusts strategies as needed.
- Evaluating the effectiveness of all marketing activity.
- Liaising with, and answering enquiries from media, clients and other organisations, often via telephone and email;
- Prepare reports and presentations with statistical data, as assigned.
- Maintaining and updating information on the organisation's website, and social media sites such as Twitter and Facebook.
- Organise a filing system for important and confidential company documents and updating the company databases.
- Assist in the interviewing, hiring, and training of marketing staff

COMPETENCIES

Marketing strategy
Business development
Business expansion
Marketing communications
Marketing research
Digital marketing
Media relations
Direct marketing
Advertising
Sales promotions
Branding & positioning

CONTACT INFORMATION

Telephone

00249912941877

Email

Sara-Abdeen@hotmail.com

LinkedIn

www.linkedin.com/in/saraabdin

MARKETING OFFICER

Abu Dhabi commercial bank, Dubai-UAE | July 2015 - July 2016

- Target new potential leads and promotes the banking products and services.
- Evaluate current customers' needs and expectations in order to achieve up-selling objectives.
- Verify customer information to ensure banking security.
- Communicate the customers' comments, and get sure these comments or any issues are resolved.
- Ensure that all customers' data are recorded and updated.
- Manage customer information and use it to increase loyalty and sales.

SALES AND MARKETING REPRESENTATIVE

Yemenn Soft , Khartoum- Sudan | February 2012 – July 2013

- Generate sales leads and compiles lists of prospective customers for use as sales leads.
- Qualify leads and calls on prospects to deliver and explain systems, or to suggest additions or updates.
- Follow through on prospecting and sales efforts, including providing systems' information, updating contact database, negotiation and sales functions. Also provides product demos on request to qualified customers.
- Develop and prepares or issues technical documents, sales materials and promotion programs.
- Explain systems, services and programs to promote sales.
- Prepare for and attends exhibits, conferences, meetings, and other promotional opportunities.
- Represent the company and brand at such events in order to generate sales leads and enhance brand image.
- Sell to and maintains contact with major accounts; promote positive relations with customer.