**Ziryab Hafiz Abdulruhman Mukhtar**

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**Personal Summary**I am marketing and sales passionate with a background in ensuring that the needs of

Customers are always met. I believed I possessed a variety of competencies that can

Contribute to the growth of a business.

**Career Objective**

My own vision is to become associated with an institute where I can utilize my skills and gain further experience while enhancing the company’s productivity and reputation.

**Core Competencies**

 Marketing penetration, Sales Tackticks,Organizational skills, communication skills, decision-making, delegation, teamwork, people management, conflict management, stress tolerance.

**Professional Experiences**

**Sales and marketing Manager**

Sales & Marketing Dep.

Ambab Development Co.

july 2019-current
 . Set the annual goals and sales targets with the top management.
 . Define the suitable sales strategy which obtain targeted goals.
 . Bringing the products with High competitve advantages that can compete in local market.
 . Create marketing plans and sales plans and distribute roles of implementing for each sales rep.
 . Develop an updated customer data base to rely on new sales offers.
 . Supervise all marketing and sales activites.

**Main Achievements:**
 . Clear all stock in 25 days by selling all products.
 . set a clear sales plan to conduct in easier way.
 . Recive 75% of old liabilites from customers.
. Develop adesirable products due to market anaysis.

. Achieve annual sales target by 92%.

 **Sales and Marketing Specialist**

 Sales & Marketing Dept.

 Sur international investment Co.

 Dec 2017-July 2019

* Set quarter, mid and annual marketing plan.
* Verifying new markets, Customers and opportunities.
* Assign marketing strategy and implement it.
* Analyze competitor activities.
* Supervise sales target.
* Advising new concepts of sales .and terms of payment.
* Monitoring the whole marketing and sales process.
* Trouble shooting of urgent marketing and sales obstacles.

**Main Achievements:**

* Opened new areas and re segment markets.
* Bring key customers and conduct long term agreement.
* Provide sales facilities that directly affect the sales rate.
* Resolve all previous marketing barriers.
* Develop retail sales department.
* Recommended new products and introduce it to the local market.
* Create customer data base.
* Develop new items for local markets.
* Five Quarters were achieved more than 100%.

**Instructor at sales and marketing**

Sales & Marketing Dept.

DAL Food Co. (Sayga)

Oct 2010 – May 2016.

* Provide advices about marketing, sales and distributing.
* Analyze sales performance compared before and after conducting sales training campaigns.
* Introduce new products to the local markets in Sudan states.
* Set and control customers’ trainings annual budget.
* Monitor competitors’ activities.
* Handle customer complaints, questions and issues.
* Negotiate and assign agents needs.
* Report and analyze customer’s feedback.
* Supervise sales targets.
* Continues monitoring of plans outputs to ensure its meet the planned objectives.

**Main Achievements:**

* Introduce new products like Alawal, Zadna, Makhsous, Semolina, 50kg bakery flour, Nobo pasta and Rizzoni.
* achieve target of planed areas training.

**Researcher**

Faculty of food science and Agriculture

King Saud University, Saudi Arab

July 2008 – Nov 2008

* Design agricultural research plans.
* Identify data collection instruments and collecting data.
* Analyze collected data in accordance to objectives.
* Implement agricultural projects in rural areas
* Evaluate the out puts of each conducted project and report recommendations

**Main achievements:**

* Conducting many agricultural projects in rural areas.
* Working in monitoring college student’s researches.

**Education**

**Master of business administration (MBA)**

Sudan Academy for Administrative sciences

2014 – 2017

 **M.sc in agricultural science**

Agricultral extension and rural development

Faculty of agriculture

University of Khartoum

2009

**Bachelor,Agricultural science (honor)**

Agricultural extension and rural development

Faculty of agriculture

University of Khartoum

2001 - 2006

**Trainings**

* Marketing Research Fundamentals.
* Supervisory & Leadership Skills.
* Soft Skills
	+ Communication Skills.
	+ Initiative, Proactive, Self Motive.
	+ Time Management.
	+ Problem Solving & Decision Making.
	+ Report Writing.
	+ English language.
	+ Customer Service.
	+ SPSS.

**References**

Available upon request