



Areej Farouk Azhari Hassan

Marketing Manager

PERSONAL SUMMARY

Dedicated Marketing Professional in developing and executing comprehensive marketing strategies. Adept at coordinating cross-functional teams, adhering to brand guidelines, and achieving business objectives. Strong analytical skills for data-driven decision-making and a commitment to delivering outstanding results.

ACADEMIC QUALIFICATION

Master of Business Administrative Management
Jan 2013 – Nov 2015 University of Khartoum-Sudan

B.Sc. in Statistic & Computer science
Dec 2000- July 2005
University of Khartoum-Sudan

Certificate in Marketing LCCI
Dec 2008
London Chamber of Commerce and Industry

KEY SKILLS

Marketing Strategy Development
Cross-Functional Collaboration
Brand Compliance and Guidelines
Data Analysis and Reporting
Budget Management
Vendor Relationship Management
Content Development
Website Management
Competitor Analysis
Project Coordination.
Expert skills and in-depth technical knowledge of Microsoft products (Office package).
Extensive understanding of statistical methods and package (SPSS).
Excellent in understanding standard systems development lifecycle.
Follow Up on Projects in hand.

WORK EXPERIENCE

Pasgianos Foods & Beverages

MARKETING MANAGER

Sep 2018 – Jun 2023

 **SUDAN**

Key achievements

- Developed and executed yearly and quarterly marketing plans, aligning strategies with business goals.
- Successfully implemented marketing and promotional activities, ensuring adherence to agreed-upon plans.
- Maintained compliance with Principal requirements and guidelines across all brand marketing activities.
- Collaborated with sales teams and BU managers to identify and address marketing needs, fostering teamwork.
- Assisted in generating comprehensive reports on brand performance, marketing initiatives, and competitor analysis.
- Managed archives and databases for marketing calendar elements, ensuring up-to-date records.
- Oversaw estimates, invoices, and payment processing, maintaining budgetary control.
- Cultivated strong relationships with external parties.
- Maintained and updated marketing calendars for promotional initiatives.
- Managed Brand Principals and Social Media/Website agency to create engaging and relevant content

Key2Market for management solutions Ltd

Head of Marketing Research Dep.

Jan 2008 - Aug 2018

 **SUDAN**

- Interpret and implement client requirements.
- Develop market research vehicles to be implemented.
- Determine work load.
- Personnel and equipment requirements.
- Continuously develop market research and analysis techniques.
- Direct all market intelligence efforts and verification of data.
- Conducting in-depth secondary data analyses using traditional and advanced methods.
- Direct all analysis and reporting of research findings.

Key2Market for management solutions Ltd

Research Coordinator

Dec 2006 – Dec 2007



SUDAN

PERSONAL SKILLS

Overall adherence to general work practices.

Ability to regularly innovate and develop work practices.

Ability to significantly self develops.

Accurate: Careful, precise.

Self-presentation.

Ability to communicate clearly.

Language Arabic/English.

- Prepare for research, promotional or other related marketing activity projects including the recruitment of temporary staff, the data collection and entry equipment and the pay schemes.
- Self-conduct field marketing related activities and supervise the field work flow of teams when assigned to.
- Analyze quantitative and qualitative data, including making critical observations of analyses or data and identifying patterns in the data.
- Prepare clearly written technical and analytical reports.
- Design questionnaires and other methods to collect quantitative data.
- Collect qualitative data from interviews, non-participant observations or focus groups.
- Assist with the organization and implementation of research projects such as reporting on the status of various research tasks.

PERSONAL DETAILS



UAE- DUBAI



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E-mail

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MAIN PROJECTS

Pasgianos Food & Beverages

- New product development (Coffee drink – Energy drink – Vitamin water) concept creation, launching campaign & advertising campaign.

KEY2MARKET

- Zain rebranding campaign (Mobitel to Zain)
- Nestlé (Maggi bouillon brand awareness (Door2Door)- Maggi Usage & Attitude ,Sudanese culinary, Maggi new product development).
- Sayga Alawa brand awareness (Door2Door) – New product development focus group (Rizzoni & Taam Albait).
- Petronas customer satisfaction Research.

