

## **PERSONAL INFORMATION**

**Name:** Emad Moufeed Atiyani  
**Date of Birth:** 06 August 1997  
**Nationality:** Jordanian  
**Marital Status:** Single  
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**Email:** emadmoufeedatyani@gmail.com  
**Current Location:** Qatar



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## **PROFESSIONAL SUMMARY**

Motivated and results-driven professional with several years of experience in **sales, retail operations, customer service, and business analysis** across UAE and Qatar. Skilled in **team leadership, customer relationship management, and sales strategy development**. Proven ability to work in fast-paced environments, manage teams efficiently, and contribute to company growth through effective communication and analytical skills.

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## **EDUCATION**

**Bachelor's Degree in Electrical Engineering**  
University of Jordan – Jordan

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## **PROFESSIONAL EXPERIENCE**

### **Sales and Marketing Manager**

**Haider Holding – Qatar**

2024 – Present

- **Develop Marketing and Sales Strategy**

Create marketing and sales plans to increase revenue and market share.  
Identify target markets and customer segments.

- **Market Research and Analysis**

Study market trends, competitors, and customer behavior.  
Use data to improve marketing strategies and sales performance.

- **Brand Management**

Build and maintain the company's brand image.  
Plan marketing campaigns (digital marketing, advertising, events).

- **Sales Management**

Set sales targets and monitor team performance.  
Develop sales strategies to reach new clients and expand existing accounts.

- **Customer Relationship Management**

Build strong relationships with key clients and partners.  
Ensure customer satisfaction and long-term business growth.

- **Team Leadership**

Lead and supervise marketing and sales teams.  
Train staff and improve team productivity.

- **Budget Management**

Manage marketing and sales budgets.

Ensure efficient use of resources to maximize return on investment.

- **Performance Monitoring and Reporting**

Track KPIs such as sales growth, campaign results, and customer acquisition.

Prepare reports for senior management.

- **Collaboration with Other Departments**

Work with product, finance, and operations teams to support business goals.

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## **Business Analyst**

**AL Jaber Trading Company – UAE**

Dec 2021 – Apr 2024

- **Requirements Gathering**

Meet with stakeholders (management, users, clients) to understand business needs.

Collect and define clear business and functional requirements.

- **Business Process Analysis**

Analyze current business processes and workflows.

Identify problems, inefficiencies, and opportunities for improvement.

- **Documentation**

Prepare and maintain important documents such as:

Business Requirements Document (BRD)

Functional Requirements Document (FRD)

Use cases and process diagrams.

- **Communication and Coordination**

Act as a bridge between business teams and IT/development teams.

Ensure that technical teams clearly understand business requirements.

- **Solution Design Support**

Participate in designing system or process solutions.

Review prototypes or system features to ensure they meet business needs.

- **Testing and Validation**

Support system testing and User Acceptance Testing (UAT).

Verify that the final product meets the defined requirements.

- **Data Analysis and Reporting**

Analyze business data to identify trends and insights.

Prepare reports and dashboards to support decision-making.

- **Stakeholder Management**

Maintain communication with stakeholders throughout the project.

Manage expectations and ensure alignment with project goals.

- **Support Business Improvement Initiatives**

Recommend improvements in processes, systems, or strategies.

Help organizations increase efficiency and reduce costs.

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## **Sales Executive**

### **Scarlett Clothing Company – UAE**

Nov 2019 – Nov 2021

- Assisted customers in selecting products and provided excellent customer service.
  - Achieved monthly sales targets and contributed to store profitability.
  - Maintained product displays and inventory control.
  - Built strong relationships with customers to ensure repeat business.
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## **Cashier Supervisor**

### **Carrefour – UAE**

Aug 2015 – Oct 2019

- Supervised cashier operations and ensured smooth checkout processes.
  - Handled customer inquiries and resolved complaints.
  - Managed cash transactions and daily financial reconciliation.
  - Trained and supported new cashier staff.
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## **TRAINING & CERTIFICATIONS**

- **ICDL – International Computer Driving License**  
Galaxy Information Systems
  - **English Language Course**  
Galaxy Information Systems
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## **LANGUAGE SKILLS**

- **Arabic:** Native
  - **English:** Advanced
  - **Urdu:** Medium
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## **PROFESSIONAL SKILLS**

- Leadership and Team Management
- Communication and Interpersonal Skills
- Sales and Marketing Strategy
- Business Analysis and Reporting
- Customer Relationship Management
- Computer and Office Applications
- Problem Solving and Decision Making
- Teamwork and Collaboration
- Adaptability and Flexibility