

HASSAN WAEL JELAIDAN

Jeddah, Kingdom of Saudi Arabia

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PROFILE

I graduated with a Master degree in Business with a specialization in Marketing from the University of Queensland, one of the leading universities in Australia and one of the top 50 universities worldwide. I have an innate drive to transform insights into reality through concepts, brand building innovations, feasibility and marketing plans. My vision is to work in a respected firm and utilize my knowledge and continually learn from other seasoned employees in: business strategies, new product management and service development, brand management, marketing strategies, sales management, product and service development.

I have a proven ability to build and spearhead top performing teams, providing the strategic guidance, motivation and support to meet and exceed all expectations. I am excellent relationship builder within organizations, with clients and investors.

Expertise:

- Brand Strategy, Positioning & Architecture
- Strategic Planning, Competitive & Trend Analysis
- Business Development
- Team and Client Relationship Building
- Integrated Marketing Communications, Merchandising & Promotions.

PROFESSIONAL EXPERIENCE

Shamayel Development Company Ltd. - Jeddah, Saudi Arabia

February 2013 - October 2018

Assistant Marketing Manager (Assistant to the Chief Marketing officer)

Assistant head of marketing, branding and retail development for Shamayel Development Company, a Jeddah based real estate developer and master developer of a 1.6 million-sqm plot in the district of Obhur north of the city of Jeddah "Mayasem".

Summary of achievements:

- Assisted in developing the Marketing Plan for the launch of Mayasem project.
- Coordinated the brand audit for the Mayasem brand and assisted in creating a new brand identity.
- Jointly developed and launched the Shamayel and Maysem website.
- Organized and participated in exhibitions for the company showcasing the project.
- Governmental licensing and obtained approvals from the municipality of Jeddah.
- Developed comprehensive marketing budget.
- Participated in design consultant workshops and involved in all planning stages of the project master plan.

Saudi ReadyMix Concrete - Jeddah, Kingdom of Saudi Arabia

May 2005 – March 2008

Sales Executive

Port Project Management and Development Co. Ltd.

October 2007 -February 2008

Terminal Coordinator

Al-Harthy Company for Exhibition Ltd.

May 2004 -January 2005

Sales Executive

EDUCATION

The University of Queensland

Master of Business, in the field of marketing, 2010 –2011

Queensland Academy of Technology

Level 2 out of 3, IELTS Preparation Course, 2009 –2009

Institute of Continuing & TOSOL Education

Higher Academic English Level, English Language Studies, 2008 –2009

Applied Science University

Bachelor, Hotel Management, 1999 –2004

COURSES

Applied PM Workshop

Course number2990RPE055

Intro To MS Project Workshop

Course number2990RPE501

PMP Awareness Workshop

Course number2990RPE002

PMP Exam Prep Workshop

Course number2990RPE152

PMP Get Ready Track

Course number2990RPE202

TRAINING

Jeddah Hilton Hotel

Front office Department
07/09/2003 –07/10/2003

Jeddah INTER-CONTENENTAL Hotel

Front Office, Food & Beverage and Materials Departments
18/09/2002 –03/10/2002

Dar Al Iman INTER-CONTENENTAL Hotel (MADINAH)

Supervisor at Housekeeping Department
2 Month in summer 2001

ADDITIONAL INFORMATION

Languages: Arabic (Mother tongue), English (Written and Spoken) and Persian (Spoken).

Nationality: Saudi Arabia

Date of Birth: April 27, 1982.

Marital Status: Married with two children.

Personal Interests: Photographer, Horse owner, Horse Riding, Tennis, Travelling and Camping.