



Ayat Mazin Mohammed Al.Mahmoud

Address: Amman /Jubiha

Contact #: 00962 796000 564

E-mail:

ayat.mazin.almahmoud@gmail.com

OBJECTIVE

Seeking a position in a well-established organization where the acquired experience and knowledge can be utilized properly.

AREAS OF EXPERTISE

Teaching Marketing

Officer Business

Coordinator

EDUCATION:

PhD of Marketing -Bedfordshire University; Business School, UK. (2019-2023)

PhD thesis title “The Factors affecting the Eco-friendly Tourism Products Purchase Intention: A Social Impact Theory Perspective”.

MBA OF MARKETING -University of Jordan, School of Business, Jordan (2011-2013)

Thesis Title: the influence of brand equity dimensions on corporate image

BACHELOR OF MARKETING with GPA of (3.67 out of 4), Rating (Excellent)

Jordan University, Faculty of Business, Amman, Jordan (2006-2010)

AWARDS AND ACHIEVEMENTS

Teaching Assistance Grants from Jordan University

September 2012 - January 2013

Full-time Grants for Outstanding Students from Jordan University

February 2012 - June 2012

TEACHING EXPERIENCE

Marketing Instructor (full time faculty member)

Sep. 2015-
till present

The University of Jordan, Amman, Jordan

My job involves **teaching about 4-5 courses** per semester and any **work directly related to classroom teaching:**

Prepare lectures and syllabi for classes

Grade class assignments

Prepare and grade exams

Meet with students outside class for help

Other work related to teaching:

Attend department colloquia

Advise students regarding course selection

Counsel students on careers opportunities and choices

Write letters of recommendation for students seeking jobs

Write letters of recommendation for students applying to graduate schools

COURSES TAUGHT

Principles of Marketing

Consumer Behavior

Retailing Management

Services Marketing

Hospitality Management

Jordan University/ Business College /Marketing Department

Part-Time Lecturer at Business College /marketing department, Fall Semester
September 2014- January 2015 and Fall Semester September 2013-January 2014

OTHER EXPERIENCE:

Jordan University/ Public Relation Unit :

Marketing supervisor, February 2014 –August 2015 .

Al. Sawan for laboratory equipments /Unitech international Company

Business coordinator, May 2013 - August 2013

Main Activities:

Coordinates and follows-up on all initiatives as assigned manager
Director.

Assists with developing prospect list.

Monitors creative and produces brochure mailings.

Coordinates travel options.

Confirm meeting attendees with prospect executive assistant.

Reviews accounts for correct names, titles, advertising budgets,
geography, agency of record, sales data, etc.

Maintain, manage and drive the company's new business mailing
lists and quarterly mailings program.

Updates all online new business directories.

Sets up new business databases and files of the company written materials for quick and easy access for RFP(request for price) process.

Maintains follow-up efforts during and after the RFP phase (such as video and print materials, thank-you letters after meetings and pitches, internal communications and meetings are called as needed, etc.)

Munir sukhtian Group

General Manager Office Manager , January 2013- April 2013

Main Activities:

Design and implement office policies

Establish standards and procedures

Organize office operations and procedures

Supervise office staff

Monitor and record long distance phone calls

Prepare time sheets

Control correspondences

Review and approve supply requisitions

Liaise with other agencies, organizations and groups

Maintain office equipment

Munir sukhtian Group

Marketing Officer from June 2011 – December 2012

Preparing, planning and project managing the publication of all publicity material to maximise brand promotion.

Creating marketing campaigns and working with the company's external PR agency to see them executed.

Creating and developing new innovative ways to communicate the company message to their existing customers.

Contributing to the annual sales and marketing plan.

Planning and project managing marketing events and evaluating their success.

Evaluating the effectiveness of all marketing activity.
Developing and implementing an internal marketing programme.
Supporting the marketing manager in day to day marketing activities.

Marmara company for marketing and business solutions

Marketing officer September 2010 – May 2011

Publications:

1. Total quality management practices and organisational performance in Jordanian courier services

RJ Sweis, RA Saleh, RH Al-Etayyem, BT Qasrawi, AMA Mahmoud
International Journal of Productivity and Quality Management 19 (2), 258-276 51 2016.

2. The impact of social media characteristics and customer attitude on EWOM: empirical study in Jordan banking sector

AM Almahmoud, Journal of Social Sciences (COES&RJ-JSS) ISSN (E), 2305-9249, 9 2019.

3. The moderating role of reliability on the relationship between electronic word of mouth and customer purchase intention in Jordanian real estate enterprises.

J Al-Gasawneh, J Al-Balqa, M Hasan, A Mahmoud, G Al-Rawashdeh,
International Journal of Data and Network Science 7 (2), 687-694 1 2023.

TRAINING COURSES:

- a. TOT(Training of the Trainers) / Amman Chamber of Commerce/12 hours
- b. TOEFL IBT COURCE /Amid east Jordan/60 hours
- c. ENGLISH COURCE/ American language Center /40 hours
- d. CONVERSATION COURSE / American language Center/16 hours
- e. ENGLISH LANGUAGE /American Center /60 hours
- f. MARKETING PLAN/Talal Abu Gazaleh Center/10 hours
- g. NLP (NEURO LINGUISTIC PROGRAMMING) /Jordan University/16 hours
- h. ENGLISH FOR BUSINESS /Jordan university/ 16 hours
- i. TOEFL ITP

SKILLS DEVELOPED

IT Skills

I am proficient in using the localization software ‘**Dejavu**’, well-versed in All Microsoft applications such as Ms. Office Word, Power Point, , and Excel, and efficient in internet navigating.

Project Management skills:

Throughout my MA I have had to effectively prioritize my tasks and activities, balance the deadlines, pay close attention to details, and take account the unforeseen events. I was ultimately responsible for all aspects of my research

Team Working and Communication Skills

I am a confident team player. I have developed excellent communication skills as a result of being part of a team. I am able to communicate with people at all levels, from professors to my colleagues. I am able to confidently deliver a presentation and cope with stress

Personal Information:

Date of Birth:15/8/1988

Place of Birth: Amman

Nationality: Jordanian

Marital Status: Married

Languages Known: Arabic, English

Driving Licenses: Valid Jordanian

REFERENCES:

Dr. Zinah Al.Qasem, *Head of Marketing Department*, The University of Jordan, Amman. zainah9@hotmail.com

Prof. Galeb Jalel Swies, *Civil Engineering Department* , **Vice President of the University of Jordan for Investment and development previously**. The University of Jordan, Amman. ghalebsweis@gmail.com