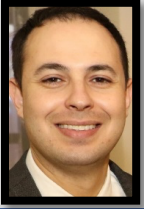


## Yazeed Almasri's C.V

+962 799 660687 Yazeed\_Masri\_5@hotmail.com



### Yazeed I. Al-Masri

A forward-thinking Marketer with master's in marketing management from Southampton University - England, with over Twelve years of vast experience from Multi-National Corporations in Marketing Communication Strategies/Tactics, Marketing Budget Management, Marketing Consultancy, training, and Marketing Analytics.



### Education

- Oct 2009- Dec 2010 : Masters in Marketing Management: Southampton University-England, With Distinction in Master's Thesis.
- Aug 2000– Jul 2004 : B.A Marketing, Rating: V.Good, Yarmook University - Jordan .
- Aug 1999 –Jun 2000: Scientific term, Amman University Schools-Jordan.



### Work Experience

#### **Oct 2018 ~ Present: Marketing Lecturer, University of Jordan**

- Teaching the following Modules: CRM, Ethics, Consumer Behavior & Marketing Management
- Regular Reviewer in Retailing and consumer services Journal

#### **Jul 2017 ~ Sep 2018: Regional Marketing Manager, LG Electronics LEVANT**

- Budget Planning and Management while keeping Marketing to Sales ratio Proper.
- Setting Product and Marketing communication Strategies to establish effective positioning
- Managing Campaign Launch on ATL Media Plan and BTL Plan level with proven sales record.
- Direct Digital communications strategy; SEM, Geofencing, AdWords and SNS Posts
- Managing in Store experience and ensure proper BTL communications present at stores.
- Analyzing GFK data and Market Sensing and recommend Retail and Marketing Strategies
- Setting Tactical promotional offers to enhance sellout and consequently Market Share
- Managing Retail and Marketing Team and monitoring performance
- Creating Survey and arrange executing in market to gain insight and enhance strategies
- Product training for Shops salesmen and Company Retail team.

#### **Apr 2015 ~ Jan 2017: Mobiles Marketing Manager/Part Leader, Samsung Electronics Levant**

- Marketing Budgeting Management; Planning and Managing over \$ 40M marketing budget Yearly & Monthly for LEVANT with full P/L accountability.
- Setting the marketing strategy for the mobiles & Wearables portfolio in Levant.
- Plotting Strategies that increased market share and sellout figures for LEVANT.
- Developing & planning holistic 360 campaigns and product launches across LEVANT Region.
- Approving Samsung Mobile distributors marketing plans and managing their support Managing ATL/BTL across Levant through impactful media planning & innovative executions.
- Managing and planning Mall/Roadshow activations experience and ensure MAX ROI
- Proactive monitoring of competitive activities & implementing swift counter actions.
- Leading more than 25+ Launches, Awareness & Tactical campaigns with proven sales records.

**Jan 2011 ~ Dec 2014: Marketing Consultant & Trainer, AMT Consulting and Training, KSA**

- Consultancy for clients on communication strategies and marketing tactics development.
- Train clients on marketing strategies, Public relations, CRM, and analytics using SPSS/Excel for data driven marketing decisions and insights as well as RFM modeling.
- Developing marketing training materials from scratch ( CRM) with proven success for center.

**Jan 2008 ~ SEP 2009: Senior Marketing Officer, Ford & Suzuki Dealership (CIC), Jordan**

- Preparing annual tactical marketing plan and budgeting expenses
- Analyzing market per segment and preparing a market report on trends, competitor's market shares, growth percentage, forecasts, and opportunities.
- Creating / Maintaining company social networks & website active.
- Managing advertising/PR agencies on campaigns execution and ensuring that their executions are aligned with brand guidelines.
- Competitor's analysis in terms of prices, marketing campaigns, offers, press releases, and revising promotional / pricing actions if needed.
- Customer's analysis using existing database to derive marketing insights.
- Supervising events, sponsorships and handling them from A-Z (e.g. UEFA,WRC)
- Evaluating campaigns performance using ROMI and media utilized effectiveness.

**Oct 2005 ~ Dec 2007: Marketing Officer, Kia Motors Jordan (N.A.M)**

- Analyzing TIV (Total Industry Volume) per segment quarterly.
- Preparing competitors analysis, market analysis, price analysis, and sales analysis
- Coordinating with the advertising/PR agency
- Managing Sponsorships, CSR, & Promotional Campaigns (eg:World cup Raffle)
- CRM data mining and entering campaign wave's data into the CRM

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***Research Articles***

-Can computer Virtual influencers Replace Human Influencers in Future.


Al-Masri,Y., Hamadneh, S., Al-Dmour,R., Al-Okaily,M.

Jordan Journal of Business Administration, Volume 19, No. 4, 2023.

-Virtual Influencers: Antecedents to Influencing Females' Behavioral Intentions in Social Media. Al-Masri,Y.  
Dirasat: Human and Social Sciences, Volume 50, No. 3, 2023.

-The benefits and challenges of RFID technology implementation in supply chain: A case study from the Turkish construction sector. Hamadneh, S., Keskin, E., Alshurideh, M., Al-Masri, Y., Al Kurdi, B.  
Uncertain Supply Chain Management, 2021, 9(4), pp. 1071-1080.

## Yazeed Almasri's C.V

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### *Proficiency*

- **Languages:** Excellent in English & Arabic.
- **Computer:** Excel, Word, PowerPoint, Outlook, and SPSS for Market Research.



### *Personal Characteristics*

Results oriented, Leadership, analytical/numerical mindset, forward strategic thinker, and creative.



### *References*

References will be provided upon request.