



Remy Hussein

Head of Marketing and CRM Manager

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Skills

Creative Direction

Product marketing

E-commerce strategy

CRM Management

Competitive Analysis

Performance metrics analysis

Social Media Engagement

Media Relations

I am passionate about delivering innovative and engaging luxury marketing solutions that drive growth and customer loyalty. I have successfully handled multiple projects efficiently and on deadline, with the help of my strong organizational and analytical skills. I also have extensive client-facing experience and excellent interpersonal skills, which enable me to build and maintain positive relationships with stakeholders and partners.

Work History

2020-06 - Current	<div>Head of Marketing and CRM Manager</div> <div><i>Rolls-Royce, McLaren,BMW,MINI At Abu Dhabi Motors, Abu Dhabi, United Arab Emirates</i></div> <div><ul style="list-style-type: none">Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic and elevated sales numbers.Developed and implemented targeted digital strategy to improve business performance.Onboarded new customers efficiently by developing database listings, uploading information, and defining related lists.Generated sponsorships with related and partnering entities to enhance marketing objectives.Secured long-term accounts by recommending strategies to promote brand effectiveness and highlight product benefits.Established strong relationships with key industry influencers to elevate brand reputation.Streamlined internal processes, resulting in improved productivity and cost savings for the department.Collaborated with sales teams to develop integrated promotional campaigns that increased overall revenue growth.Increased brand awareness by developing and implementing strategic marketing campaigns.Directed hiring, training and performance evaluations for marketing and sales staff and supervised daily activities.Enhanced customer satisfaction with prompt issue resolution through effective CRM management.Improved lead conversion rates by implementing effective follow-up strategies based on customer insights gleaned from the CRM.Reduced manual data entry tasks by creating automated processes within the CRM system.Revamped company website, enhancing user experience</div>
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Global Marketing

Innovative

Budget Oversight

Languages

Arabic

English

French

2014-11 -
2020-04

- and improving site traffic metrics significantly.
- Enhanced customer engagement with targeted social media strategies and content creation.
- Implemented data-driven decision-making processes to guide innovative marketing strategies.

Digital Marketing Manager

Gargash-enterprises Mercedes-Benz, Dubai, United Arab

- Emirates*
- Web page structuring (Purple Website full management).
 - Social Media plan (Facebook, Instagram, twitter, youtube channels).
 - online Game competitions story board Creation
 - Boosted sales revenue through the implementation of conversion rate optimization tactics on e-commerce platforms.
 - Ensures corporate image application of Brand Advertisement.
 - Running Mysterious Shoppers activity to enhance product presentation and customer service.
 - Participate in developing marketing strategic plans based on objectives.
 - Email strategy Planning, campaign creation ,Campaign analysis and reporting.

2013-12 -
2014-09

Marketing Executive

Arabian Automobiles Nissan, Dubai, United Arab Emirates

- Handling Strong Public Relation to upgrade the Brand Market Share and maintain the existing clientele database.
- Follow up on Marketing and Channel Distribution Departments budget.
- Attend clients and qualify their needs.
- Sales and communication skills training.
- Address and solve major customers' complaints.

2012-07 -
2013-11

Marketing Executive

Q-Auto L.L.C Audi automobiles, Qatar - Al Doha

- Create the good environment and the knowledge.
- Create displays to promote higher sales or merchandise.
- Assists field sales staff with Marketing project requests.
- Participate in developing marketing strategic plans based on objectives.
- Coordinate in production of a wide range of marketing communications.

2007-07 -
2010-09

Customer Service

Gables inn Hotel, Miami- Florida

- Manage and Train Staff on Customer Service to handle clients' complaints and fulfill customers' complaints.
- Address and solve major customers' complaints.
- Preparation of merchandize for each collection on season Basis.
- Preparation of Stock, Inventory, and Maintenance Report on weekly and monthly basis.
- Preparation and management of brand marketing plan, calendar of events and sales/promotion seasons
- Developed a deep understanding of customer service principles and customer service best practices.

2006-04 -
2006-11

Trainee

Shock Magazine , Key Biscayne Florida.

- Developed strong working relationships with trainees, fostering a supportive learning environment.
- Identified areas of improvement in current training programs and implemented necessary changes for better outcomes.

2005-05 -
2006-09

Trainee customer service

City bank

- Keeping up to date with developments in the financial markets and their impact on investors portfolios.
- Helping clients and investors in grow, diversify and protect their acquired wealth and investments.
- Carrying out daily financial transactions.
- Exchange operations between trade banks and the central bank.
- Handling debit and credit operations ,Carrying out monitoring and implementation tasks.

Education

2006-05 -
2009-05

Bachelor of Arts: Graphic Design

University of Miami - Coral Gables, FL33124