

## **Ala'a Al Daas**

Palestine- Ramallah

Nationality: Jordanian- Palestinian

Mobile: +970-592-877069

Email: daasalaa@yahoo.com

### **Areas of expertise**

• High administrative efficiency and skill in general management. I have a distinguished network of relationships with all active sectors in society, in addition to high expertise in communication and media, sales, marketing, business development, public relations and operations management.

### **Employment:**

#### **June 2022- May 2024: Entrepreneurial Business Accelerator (EBA)**

General Manager

- Establishing the institution, registering it with the official department, and organizing a special board of directors
- Settings of all informational and advertising materials
- Creating ideas for projects that are consistent with the vision and goals of the association
- Networking is done inside and outside Palestine
- Preparing periodic reports and following up with the Board of Directors
- Develop sales and business plans by using the most appropriate marketing methods for the beneficiary groups

#### **March 2019- June 2022 Passport Turkish visa center Palestine- Ramallah**

General Manager

- Company management: strategic planning, time management, crisis and business management
- Building a strong network of relationships with all institutions in Palestine
- Establishing four branches of the company and managing them completely
- Managing the crises that the company goes through and returning it to safety and ensuring the continuity of its work with high efficiency

## **June 2012- Jan 2019 Asbab Adv and Event Management Palestine-Ramallah**

### General Manager

- Formulation and execution of strategic, financial and sales & marketing plans to achieve company goals
- building a strategic relationship with local clients and suppliers
- implementing export-oriented projects internationally
- Developing positive direct relationships with key business contacts.
- Directing various business departments to ensure the smooth running of the company.
- Resolving contractual and commercial issues and disputes
- Involved in the recruitment and mentoring of new staff.
- Responsible for achieving all performance related targets.
- Ensuring that best practice is followed in safety, legality and quality of service.
- Developing and supporting a cross functional culture of continuous improvement
- Assisting company accountants in the formulation of forecasts and budgets.
- Maintaining excellent relationships with clients and suppliers.
- Undertaking staff performance reviews.

## **July 2011- June 2012 Orchida- advertising agency Palestine-Ramallah**

### General manager

- formulation and execution of strategic, financial and sales & marketing plans to achieve company goals
- Developing positive direct relationships with key business contacts.
- Directing various business departments to ensure the smooth running of the company.
- Resolving contractual and commercial issues and disputes
- Involved in the recruitment and mentoring of new staff.
- Responsible for achieving all performance related targets.
- Ensuring that best practice is followed in safety, legality and quality of service.
- Developing and supporting a cross functional culture of continuous improvement
- Assisting company accountants in the formulation of forecasts and budgets.
- Maintaining excellent relationships with clients and suppliers.
- Undertaking staff performance reviews.

### **Aug '04 – June 2011 Al Nasher- Advertising Agency**

Operation & client service Manager

Palestine-Ramallah

- Manage the company's sales department
- Supervise the production of services and/or the delivery of services. Ensure that the organization operates at its best, with smooth and efficient service
- Meets the expectations and needs of customers and clients.
- Follow-up and coordination between all departments
- Planning and controlling change.
- Managing quality assurance programs.
- Finding new and alternative ways to achieve efficiency.
- Communication and communication with customers
- Direct supervision of internal and external events and exhibitions

### **Nov '02 – July '04 MARAWI Palestinian Beverage Group**

Marketing and Export officer-Palestine-Ramallah

- Design, Organize and supervise the execution of promotional campaigns in Palestine and Jordan
- Follow up the exporting of the products with the company's agents
- keep track of invoices and prepare reports to expedite the billing process.
- Contribute in implementing the sales plan

### **Sep 2000 – Mar 2002 National Beverage Company (COCA-Cola)**

Sales Supervisor-Palestine-Ramallah

- Implementing the sales and marketing plan
- liaise between the management and the sales team, leading the team to make its quotas,
- correcting any problem that comes up and motivating the sales team.
- Monitor local competitors.
- Organize sales staff schedules.
- Preside over staff meetings.
- Assist sales staff in achieving sales targets.

## **Education and Training**

2005 Birzeit University- Palestine

Higher Diploma in Marketing

2001 AlNajah National University- Nablus, Palestine

Business Administration

1997 Qaser Shbib High School- Amman, Jordan

High School Diploma, Tawjihi

## **Key Skills**

- Strong Leadership Skills
- Ability to work efficiently under pressure
- Strong communication and problem-solving skills
- Ability to motivate, initiate and inspire others
- Creative; make the best of available resources to perfectly implement tasks
- Strong research skills
- A distinguished public relations network inside and outside Palestine.
- The ability to write journalism
- The ability to provide training in the fields of public relations

## **Languages**

Arabic Native

English Very Good

French Very Good