

MUHANNAD ELAYAN

SALES & MARKETING MANAGER

Amman, Jordan | +962797934484 | muhannadr@hotmail.com

PROFESSIONAL SUMMARY

Results-driven Sales and Marketing Manager with extensive expertise in developing comprehensive go-to-market strategies, directing multidisciplinary teams, elevating brand positioning, and accelerating revenue growth. Proven track record of spearheading high-impact promotional campaigns, optimizing market performance metrics, forging strategic client relationships, and consistently exceeding organizational targets across competitive retail, real estate, and commercial sectors.

PROFESSIONAL EXPERIENCE

Al Rain Furniture & Home Supplies

2026 - Present

Sales & Marketing Manager

- Architect and execute comprehensive sales and marketing frameworks to maximize market penetration, revenue generation, and long-term brand equity.
- Spearhead omni-channel promotional campaigns, high-profile product launches, and strategic market expansion initiatives.
- Direct key account management, high-value client negotiations, and relationship retention strategies to ensure exceptional customer satisfaction indices.
- Leverage deep market analytics, sales performance metrics, and consumer insights to continuously refine and optimize campaign ROI.
- Synchronize cross-functional sales and operational marketing workflows to streamline execution and elevate overall departmental productivity.

Koshank Real Estate Management & Development

2025 - 2026

Sales Specialist

- Managed the end-to-end sales cycle for prime residential land portfolios and high-value real estate development projects targeting individual and institutional investors.
- Executed professional client consultations, tailored property showcases, and structured site visits to convert prospective leads.
- Conducted complex contract negotiations, structured competitive pricing terms, and finalized high-stakes sales agreements.
- Authored comprehensive legal contracts, ownership documentation, and compliance records with absolute precision.
- Collaborated with marketing divisions to amplify property promotion campaigns and maximize visibility across targeted demographics.

Kurdi Group Co. (Mecca Mall)

2022 - 2025

Leasing & Marketing Coordinator

- Authored and administered formal commercial leasing contracts and comprehensive tenant onboarding documentation.
- Maintained robust tenant relations, addressed daily leasing inquiries, and resolved operational concerns proactively.
- Coordinated large-scale mall promotional events, seasonal campaigns, and integrated marketing activations.
- Conducted rigorous rental pricing audits and generated in-depth leasing performance analytics reports for executive review.

Al Rowad for Publishing & Distribution

2018 - 2022

Marketing Administrative Officer

- Coordinated multi-channel marketing campaigns and managed the production of high-grade promotional publicity materials.
- Liaised seamlessly with external creative agencies and media partners to ensure flawless execution of promotional timelines.
- Contributed critical market research data to support annual sales forecasting and overarching marketing strategic planning.

Habiba Sweets

2015 - 2018

Accountant

- Managed general ledger accounting records, accounts payable/receivable, and precise financial ledger entries.
- Executed rigorous daily sales reconciliations, cash-flow audits, and comprehensive financial reporting.

EDUCATION

Bachelor's Degree in Accounting Information Systems | Al Balqa Applied University, Amman
High School Certificate (Tawjihi) - Information Management | Amman

CORE COMPETENCIES

Strategic Sales & Marketing Management | Brand Positioning & Growth | Key Account Negotiations | Market Analytics & Performance Optimization | Cross-Functional Team Leadership | Campaign Coordination | Client Relationship Management | Lead Generation & Conversion | Financial Reporting & Reconciliation

LANGUAGES

Arabic: Native | English: Advanced