Director Marketing and Public Relations C.V.



PERSONAL DATA:

Name: Hisham Salim Hawari
Nationality: Jordanian
Date & place of birth: Nov. 5th, 1961 Amman, Jordan
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MAJOR COURSES AND SEMINARS ATTENDED:

1) Branding , Identity Branding Forum, Dunlap Stone University- (April 2009)
2) Project finance and investment & portfolio management, (August 1999, The Housing Bank, Dr. Nabil Zaki, New York).
3) Strategic Planning (may 1999, the Housing Bank).
4) Advanced Sales; face to face selling skills (June 1999, M.C.G.I.).
5) Money Markets & Securities (May 1998, Amman World Trade Center- Deutsche Bank).
6) Internal Auditing (September 1997, Amman World Trade Center- B.S.I. , GT. Britain).
7) Lateral thinking (June 1996, Amman World Trade Center- Dr. Edward De Bono).
8) International Exhibitions (May 1995, Amman World Trade Center- Montgomery).
9) Intellectual properties & copyrights, patents & trademarks (March 1994, Amman World Trade Center- Dr. Kurt Jenny, Ex Justice Minister, Basel - Switzerland).

WORK EXPERIENCE: (RECENT)

(1) Title: Marketing Manager (Aug 2007 – mar 2009).
Name of Co. : Taameer Jordan Holdings.

(2) Title: Marketing Manager /Asst Mgr. (Feb. 2006 – Aug 2007).
Name of Co. : Union Land Development Co.

DUTIES:
Being also the Asst. Mgr. / monitoring the real estate development in Jordan & the region.

responsible for branding as well as the marketing strategy among the prospects relations. preparing the advertising campaign in all channels and marketing materials (brochures, give – aways …etc.)
investigating/looking for opportunities for various land & real estate development, building materials and latest technologies and trends, assuring to the public **ULD** a leader in the market checking competition. Attending various real estate related conferences, exhibitions, & seminars.
liaison between governmental and other organizations with the company.
Participating in exhibitions showing our present and future projects. Maintaining good exposure

(3) Title: Commercial Manager (2004-2006).
Name of Co.: CTI Group Inc. (Cement Traders Incorporated).

Duties:
Checking opportunities & seek business with our international branches.
Cement contracts.
Communication with related parties in execution & implementation as well as instructions and performance. Checking L\Cs, documents (loading & discharging). Looking into disputes & solving matters.

(4) Title: **Manager, Private Banking & VIP Center** (1998-2000).
Name of Co. : The Housing Bank .

Duties:
Marketing the bank as a complete international banking & financial service entity.
Planning visits to existing (VIP) clients, and prospect ones, and preparing reports to the outcome of these visits.
Evaluating our client's credit portfolios, monitoring balances & statements regularly.
Monitoring international business, currencies, IR's, prices of commodities, oil, precious metals.
Guarantee satisfaction to our (VIP) clients among our regular customers, making sure all their demands and needs are answered and attended.
Applying all the new technology to our systems in order to be updated in accordance with the top leading world banks.
Acting as private consultants to our (VIP) clients, in various business ventures.
Sharing our (VIP) clients their joyful times and anniversaries and feasts, with visits and presents as well as cards, also their sorrows.
Manage finances to achieve goals & needs for our customers with privacy & confidentiality.

(5) Title: Marketing & Sales Manager (1992 – 1998)
Name of Co. : World Trade Center, Amman, (AWTC).
Address: P.O. Box: 962140 Amman 11196, Jordan Tel: + 962 (6) 560-5791 / 2

Education:

May 1986:
Dual Degree Bachelor of Science \ Kansas State University, Manhattan, Kansas, USA,
(General Engineering / Business Minor & Physical Sciences).

May 1981:
High School - Terra Sancta College,
Amman – Jordan
Bi-lingual in both Arabic and English. Also a good knowledge of French.

Achievements:

1) My first job as sales executive at TNT Skypak, and the first year, I got the award being 1st on all the Middle East for sales & business. Immediately promoted to Sales Manager.

2) At Orient Publishing, started the printing on recycled paper. Also printed cards with the UNICEF where they were sold & profits went to charity.

3) At The World Trade Center, We helped in initiating the internet to Jordan, as well the ISO, the Copyrights and Patents.

4) At The Housing Bank for Trade & Finance (then The Housing Bank), established the first Private Banking Dept. in Jordan.

5) AT Union Land Development Co. & Taameer Jordan Holdings, Started Marketing the new concept of Villa Compounds (residence) being first in Jordan.

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