ARAFAT MOHAMMED HUMAID NASSER AL HADDAD



Digital Marketing & Team Building Specialist

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PROFESSIONAL SUMMARY

Results-oriented Digital Marketing and Team Building Specialist with a proven track record in network expansion and strategic sales growth. Expert in orchestrating high-performing teams, driving digital engagement, and executing lead generation strategies that deliver measurable business outcomes. Committed to leveraging analytical thinking and leadership excellence to scale organizational reach and optimize operational performance.

KEY CAREER HIGHLIGHTS

- Successfully scaled a professional network to over 300 active members through targeted digital marketing and relationship management.
- Achieved the Star Agent rank within DXN Global, demonstrating consistent sales performance and leadership excellence.
- Developed and implemented comprehensive training programs that improved team member retention and operational efficiency.

WORK EXPERIENCE

Star Agent & Team Builder • DXN Global — August 2024 – Present

Sana'a, Yemen

- Spearheaded digital marketing campaigns and sales initiatives, resulting in the acquisition of over 300 registered network members.
- Orchestrated team development programs, providing mentorship and strategic guidance to foster high-performance culture and individual growth.
- Formulated and executed lead generation strategies across multiple digital channels to expand market presence and increase conversion rates.
- Maintained rigorous follow-up protocols with team members to ensure alignment with organizational goals and consistent performance metrics.
- Analyzed market trends and consumer behavior to optimize product promotion strategies and maximize return on investment.

CORE SKILLS & EXPERTISE

Core Technical / Functional Skills: Digital Marketing Strategy • Sales Management • Lead Generation • Customer Relationship Management • Market Analysis • Performance Tracking

Tools, Software & Platforms: Social Media Marketing Platforms • Digital Communication Tools • CRM Software • Data Analytics Tools • Content Management Systems • Microsoft Office Suite

Industry Methodologies & Standards: Network Marketing Principles • Sales Funnel Optimization • Strategic Planning • Quality Assurance

Leadership & Executive Competencies: Team Leadership • Conflict Resolution • Strategic Negotiation • Problem Solving • Cross-functional Collaboration • Mentorship

EDUCATION

Primary Education • Not Specified — N/A

Sana'a, Yemen

Accredited & Verified

LANGUAGES

Arabic (Native) • **English** (Professional Working Proficiency)