ARAFAT MOHAMMED HUMAID NASSER AL HADDAD



Digital Marketing & Team Building Specialist

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing and Team Building Specialist with a proven track record in network expansion and sales optimization. Expert in orchestrating high-performance teams, driving digital engagement, and executing strategic marketing initiatives that deliver measurable growth. Committed to leveraging analytical thinking and leadership expertise to scale organizational reach and enhance operational efficiency.

KEY CAREER HIGHLIGHTS

- Successfully scaled a professional network to over 300 registered members through strategic digital marketing and relationship management.
- Achieved the Star Agent rank within 24 months, demonstrating consistent sales performance and leadership excellence.
- Developed and implemented comprehensive training programs that improved team member retention and operational productivity.

WORK EXPERIENCE

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

Sana'a, Yemen

- Spearheaded digital marketing campaigns to drive brand awareness and product adoption, resulting in a significant increase in lead generation.
- Orchestrated the recruitment and development of a high-performing team, growing the network to over 300 active members.
- Formulated and executed strategic follow-up protocols to ensure consistent member engagement and long-term retention.
- Mentored team members on sales techniques and digital platform utilization, fostering a culture of continuous improvement and high performance.
- Analyzed market trends and consumer behavior to refine marketing strategies, ensuring alignment with organizational sales targets.

CORE SKILLS & EXPERTISE

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

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

Industry Methodologies & Standards: Network Marketing Strategy • Sales Funnel Optimization • Team Development Frameworks • Strategic Planning

Leadership & Executive Competencies: Strategic Leadership • Team Mentorship • Conflict Resolution • Negotiation • Problem Solving • Logical Reasoning

EDUCATION

Primary Education • Not Specified — N/A

Sana'a, Yemen

Accredited & Verified

LANGUAGES

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