

BASSEL AL-HOUSSEINY

Business Development Manager

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WORK EXPERIENCE

Saleem Jalil Design – Muscat, Oman

Feb 2024 – Present

Business Development Manager

Spearhead business development initiatives across Oman and the Middle East, focusing on architecture, interior design, and project management tenders.

Lead proposal preparation and tender submissions for high-profile projects with Oman Airports, OMRAN, and private sector clients, ensuring compliance with local procurement and ICV (In-Country Value) requirements.

Develop and maintain strategic partnerships with Omani stakeholders and international collaborators to expand the firm's regional presence.

Conduct market research and opportunity assessments in Oman, identifying trends, risks, and growth opportunities in both large-scale developments and boutique projects.

Manage client relationships, presentations, and networking at industry events, positioning Saleem Jalil Design as a leading architectural practice.

Achieved measurable growth in client acquisition, tender participation, and brand visibility through targeted outreach and digital marketing support.

EDUCATION

Business marketing - BA
2014 - 2020
AtArabOpen University

SKILLS

Excellent attention to detail

B2B/B2C marketing

Strong analytical and storyteller

Business Development & Strategy

Tender Management & Proposals

Client Relationship Management

Project Coordination

Market Research & Analysis

LANGUAGES

Arabic

English

PEDIA FOR EDUCATIONAL SKILLS SARL

Mar 2015- Dec 2023

One of the leading companies in educational services, school supplies and industrial and trading toys in Lebanon.

■ **MARKETING MANAGER**

As marketing manager's my key tasks was include developing strategies, overseeing campaigns, and maintaining the brand image. This involves market research, team collaboration, and budget management. The goal is to enhance brand awareness, attract customers, and drive business growth.

■ **MARKETING COORDINATOR**

Collaborating closely with marketing, product, and customer support teams for seamless alignment and maximum customer satisfaction.

■ **SALES EXECUTIVE**

Identify and pursue customers strategically, enhance techniques through market awareness, collaborate for customer satisfaction.

FREELANCE PROJECT

DIGITAL MARKETING/ SOCIAL MEDIA MARKETING

Mar 2017 - Jul 2021

SEVEN FORTUNS

A micro roasting operation and SCA barista training academy(AST) in UAE and Egypt.

MAROUCHE

A Lebanese food chain restaurant well-known in Hamra, Beirut.