



Subhi Hapannakeh

Business Development

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Project Management in Fintech leading products development, integrations and implementations for Clients in United Arab Emirates, Bahrain and Egypt & Experienced Social media specialist with over 5 years of experience in Marketing & Advertising. Excellent reputation for resolving problems, Product Solutioning and improving customer satisfaction.



Skills

- Social media marketing ●●●●● Excellent
- Research & Business planning ●●●●● Excellent
- Communication ●●●●● Excellent
- Solutioning ●●●●● Excellent
- Problems Solving ●●●●● Excellent
- Customer acquisition ●●●●● Very Good
- Product Management ●●●●● Very Good



Work History

- **Project Management | M2P Fintech**
Dubai, United Arab Emirates, UAE
 - Managing Development Activities.
 - Product Solutioning - Requirements Gathering.
 - Managing Projects across region worth of \$1.2 M:
* **Egypt** 2 Mobile Applications solutioning and development including integrations with multiple vendors and VRTL Program.

2022-04 - Current

- * **UAE** Web Application Solutioning and development including integrations and certifications with multiple vendor and internal products.
- * **Bahrain** Corporate Prepaid Card implementation program.

- Leading relationships with Banks “Banque Misr, Arab Bank”.

2020-01 – 2022-03

● **SOCIAL MEDIA SPECIALEST | Freelancer**

Amman, Jordan

- I worked for More than 7 clients driving more online sales & delivering Engagement.
- Increased customer satisfaction by resolving Engagement & Organic reach issues.

2018-03 - 2021-12

● **SOCIAL MEDIA SPECIALEST | Eva Media**

Amman, Jordan

- Managing All Client's social media platforms.
- Facebook, Google, Instagram, Snapchat, LinkedIn, YouTube.
- Budgeting, contracting artwork, creative materials, planning marketing budget and Paid Ads.
- Delivering increased social media footprint and reachability.
- Driving sales and market share.

2016-10 - 2018-02

● **Branch Manager | Café Rumi**

Amman, Jordan

- In a short period, I managed multiple roles such as Barista, stockholder, and Branch Manager.
- Applied strong leadership talents and problem-solving skills to maintain team efficiency and organize workflows.
- Created successful work schedules for each team member to maintain deadlines and fully staff shifts.

2014-06 - 2016-09

● **Salesman | JSC**

JORDAN SPORTS CENTER, Amman, Jordan

- Answering customers queries and requests.
- Advising customers and sports gyms on products and equipment.
- Showcased product features to customers and discussed technical details to overcome objections and lock in sales.

2020-02 - 2022-02

2017-02 - 2019-09

2013-09 - 2014-06



Education



Bachelor's: Marketing (Very good 3.57)

Middle East University - Amman, Jordan



High Diploma: Business Administration (Very good 3.16)

KUTC - Amman, Jordan



High School

DIRAR Ibn Al Azwar - Amman, Jordan



Languages



Arabic



Excellent



English



Excellent



Turkish



Good