

Dana A. Jaradat

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Personal Details

Date of Birth: 15/11/1974

Marital Status: Married

Nationality: Jordanian

Employment History

Jordan Kuwait Bank-Amman, Jordan

2012-Present Manager /Marketing & Corporate Communications

Main Duties:

- Managing four units; Marketing, Corporate Communications, Product Development & Quality.
- Development and implementation of marketing strategies for the bank.
- Measurement and enhancement of service quality levels.
- Product and business development.
- Development and management of marketing campaigns including digital marketing.
- Development and implementation of media planning and buying strategies with the advertising industry.
- Measuring activity against targets and assessing the results of marketing campaigns.
- Setting the strategies and Management of all social media channels.
- Planning and implementing all promotional campaigns.
- Identifying and establishing potential partner relationships.
- Recommend and develop practices and procedures aimed at improving quality.
- Assist in developing measures for improving the level of client's satisfaction with the service.
- Managing internal and external communications for the bank.
- Conduct feasibility studies on proposed products.
- Encourage and animate the process of research, development and selection of new products and services for different customer segment.
- Setting CSR Strategies according to the board of directors' strategy.
- Management of all CSR activities.

Societe Generale De Banque Jordanie – Amman, Jordan

2007 – 2012 **Manager / Marketing & Communication Department**

2005 – 2007 **Manager – Marketing, Credit Cards, Products & Quality Units / Personal Banking Department**

2004 – 2005 **Manager – Marketing & Commercial Animation Unit / Personal Banking Department**

Main Duties:

- Developing marketing strategies for the bank's products;
- Developing new products & enhancing existing ones;
- Managing the cards department strategy, business development and operations.
- Monitoring service quality levels in all aspects, in addition to handling complaints from all channels;
- Providing in-house training for new products and the relative selling techniques;
- Enhancing selling & cross-selling capabilities of branches;
- Conducting market research and performing competition analysis;
- Establishing and managing the relationship with a number of corporate clients.
- Managing the relationship with the assigned advertising agency.

Cairo Amman Bank – Amman, Jordan

2001 – 2004 **Assistant Marketing Manager / Marketing Department**

Main Duties:

- Monitoring the performance of the bank's branches, in terms of profitability and efficiency;
- Conducting market research and performing competition analysis;
- Developing new products after conducting in-depth customer needs research;
- Managing the relationship with the assigned advertising agency;
- Assessing customers' perception about the newly developed products and services;
- Evaluating the bank's advertising campaigns;
- Developing and implementing full product development methodology including advertising strategies per product type;
- Preparing procedures documentation & training material for all marketing campaigns.

Cairo Amman Bank – Amman, Jordan

1998 – 2001 **Unit Head Assistant / Product Development Unit**

Main Duties:

- Establishing new business relationships for the bank;
- Conducting marketing research to determine customers' needs and develop new products accordingly;
- Testing and launching of all newly developed products and services;
- Researching and developing new products and services in accordance with the bank's retail strategy;
- Assisting the development of all necessary operating procedures, including full internal control.

Cairo Amman Bank – Amman, Jordan

1996 – 1998 **Accounting Officer / Human Resources Department**

Main Duties:

- Managing the accounting system for the bank's employees, including salaries, allowances, health insurance, social security and personal loans.

Professional Training

- "Prepaid Middle East Summit & Visa workshop", 2014, Dubai.
- "Debit Workshop Visa", held by Visa, 2013, Amman, Jordan.
- "Marketing Workshop", held by Societe Generale Group, 2007, Paris, France
- "Visa Workshop", held by Visa for Societe Generale Group, 2007, London, England
- "SG Integration Seminar", held by Societe Generale Group, 2006, Paris, France
- "Top Teams Club 500", held by Western Union, 2004, Amman, Jordan
- "Customer Satisfaction", held by Western Union, 2003, Amman, Jordan
- "Professional Public Relations ", held by Business Solutions, 2001, Amman, Jordan
- "Analytical Competition in Banks ", held by the Institute of Banking Studies, 2000, Amman, Jordan
- "Creative Sales & Advanced marketing ", held by GREAT, 1999, Amman, Jordan
- "Financial Analysis ", held by Cairo Amman Bank, 1998, Amman, Jordan

Education

University of Jordan - Amman, Jordan

1993-1996 **B.A. Accounting**

Languages

Arabic & English, fluent in both written and spoken.