



YAMEN WARDEH

**SALES & MANAGEMENT PROFESSIONAL |
PROPERTY MANAGER**



Dubai, UAE



yamen.wardeh@yahoo.com



+971 50 3622442



Syrian Citizenship



PROFESSIONAL SUMMARY

Accomplished and results-driven **sales and management professional** with **18 years of deep-hand experience in the real estate and event management** industries. Possess solid expertise in providing hands-on leadership to facilitate **business growth, market analysis and customer relationship management**. Recognized for having strong **marketing skills, exceptional property management abilities, and outstanding business acumen**. Proficient at cultivating and supporting tenant relationships, leading to high occupancy rates, and renewal of leases. Able to **build team cohesion and work along with team members** to strive towards organizational goals and objectives.

Major Achievements:

- ✓ *Improved the lease portfolio through Google AdWords, Property Finder, Bayut & Dubizzle.*
- ✓ *Preserved and increased the value and integrity of the properties while meeting financial objectives.*
- ✓ *Increased total property leasing in a very short period.*
- ✓ *Increased total revenue and overall occupancy rate.*
- ✓ *Closed the space of 4000 sq/m within half of the expected period while working with Emirates Vision Events Management.*



CORE COMPETENCIES

- | | | |
|---|---|----------------------------------|
| ▪ Sales & Revenue Growth | ▪ Tenant Relations | ▪ Budget Management |
| ▪ Excellent Interpersonal & Communication Skills | ▪ Lease Experience | ▪ Strategic Negotiation |
| ▪ Property Management | ▪ Client Relationship Management | ▪ Pricing / Cost Analysis |
| | ▪ Marketing & Advertising | ▪ Asset Preservation |



PROFESSIONAL EXPERIENCE

Al Marwan Group Holding – Marfaa Real Estate – Sharjah, UAE

Property Manager

2015 – Present

October 2022 - Present

Al Marwan Group was established in 1978 and is today among the biggest names in the Region. The Group subsidiaries are in Construction, Real Estate, Property Development, Heavy Equipment, Port Management, Oil Field Services, Ready Mix, Asphalt, Pilling and Robotic Solutions Industries. Al Marwan Group's presence stretches across several GCC States, Canada, Africa, and the Far East.

- Demonstrated optimal performance providing efficient management of residential and commercial properties.
- Setting rates, negotiating and enforcing lease agreements.
- Attracting new tenants through marketing, property programs, and encouraging referrals.
- Investigating and resolving resident complaints and concerns in a timely and efficient manner.
- Finalizing all required paperwork for new tenants, ensuring compliance with relevant laws and regulations.
- Executing effective marketing initiatives to achieve occupancy goals.
- Determining appropriate rental rates by conducting market research, determining costs and considering profit goals.
- Collecting rent, dealing with late payments, and handling operating expenses.
- Monitoring maintenance and repairs timeously and cost-effectively.
- Maintaining records of income, expenses, signed leases, complaints, and maintenance.
- Preparing reports on the financial performance of properties.

Leasing & Property Manager

June 2017 – September 2022

- Managed a project of 9 buildings, 33 town houses and two community centers.
- Oversaw a total of 840 properties including flats, shops and offices.
- Managed the real estate office and oversaw the leasing of apartments and ensure that occupancy rates are maintained.
- Handled the residents complains and works on resolving daily issues.
- Supervised the on-site staff and implementing all company policies.
- Oversaw the preparation of the financial reports and statements relating to real estate business.
- Researched and prepared an accurate annual operating budget.
- Developed and implemented work plans and long-term strategies to enhance business growth.
- Assisted, supported and mentor staff to enhance overall performance.
- Handled contract management for residential and commercial properties.
- Maintained a smooth relation between the landlord and tenants.
- Enforced rent procedures in accordance with the lease guidelines and conducted continuous research on properties values.
- Prepared and ensured all the required document prior signing of contracts by the tenants.

Leasing Manager

November 2015 – May 2017

- Managed the leasing of a huge retail & residence project for Al Marwan Group Holding consisting of 94 Shop and 144 Flats.
- Negotiated rents and inspected the property in person.
- Supported leasing teams in understanding the local market.
- Established strong tenant communication and partnerships and created collaborative marketing efforts.
- Research on properties values.
- Provided lease administration for residential and commercial properties.
- Initiated work process to enhance business growth.
- Assisted and supported administrative and field staff to maximize performance.

Emirates Vision Events Management – UAE

November 2011 to September 2015

September 2006 – May 2010

Sales Manager

Emirates Vision Events Management is part of The Private Office Sheikh Sager Bin Ahmed Bin Sultan Al Qassimi.

- Took the lead in generating sales opportunities to meet the company's business and growth plans.
- Managed the sales of booth space for exhibitors and managing payments.
- Researching and identifying new business, pitching to new clients and managing accounts.
- Developed innovative marketing campaigns, tools and activities.
- Prepared several press conferences.
- Followed up with the contractors during the move in & move out.
- Handled the direct communication with the developers regarding project launching updates.

Exhibitions organized:

- Sharjah International Exhibition for Housing, Building Materials, Decoration & Engineering Consulting – 2014.
- Sharjah International Exhibition for Housing, Building Materials, Decoration & Engineering Consulting – 2013.
- RAK Government Exhibition 2009.
- Sharjah International Investment & Real Estate Exhibition – Acres Middle East 2008 & Press Conference.
- Sharjah International Investment & Real Estate Exhibition – Acres Middle East 2007 & Press Conference.

PREVIOUS POSITIONS:

- Shop In-Charge - CORNELIANI – Dubai, UAE September 2010 – October 2011
- Sales Team Leader - Business Link Organizing Exhibition Company – Dubai, UAE July 2004 – August 2006
- Sales Executive (Part Time) - Business Link Organizing Exhibition Company – Dubai, UAE January 2001 – July 2004

EDUCATION

Bachelor's degree in Business Administration

1999 – 2004

Paramount International University, San Francisco, CA – USA



CERTIFICATIONS

- Real Estate Professional Diploma Program 2019 from Sharjah Real Estate Registration Directorate & Centre for Continuing Education and Professional Development at University of Sharjah.
- Certificate of Broker Training Program 2018, 2019 & 2020 from Property Finder.
- Certificate of Appreciation from Al Marwan Group Holding of Google Apps “Google Champion” 2016.
- Certificate of Thanks & Appreciation from Emirates Vision Events Management / Acres 2007 & Acres 2008.
- Certificate of the Intensive English Program at the University of Sharjah 2000.



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LANGUAGES:

- Arabic (Mother Tongue)
- English (Fluent)