

ALA SH. AWAD

Personal Information

- Nationality: Jordanian
- Resident: Jordan - Amman
- Birth date: 15 AUG, 1986
- Gender: Male
- Marital Status: Married

Education

- PhD degree:
Specialty: business administration \ **DIGITAL Marketing**
University: Near East University (2018–2022) – With Distinction
- Master degree:
Specialty: Health Service Management
University: Yarmouk University (2016–2018) – With Excellent cumulative grade average
- Bachelor degree:
Specialty: Pharmacy
University: Amman Arab University (2022–2025) – With Distinction
- Bachelor degree:
Specialty: Physical Therapy
University: JUST (2004–2008)
- Diploma:
Specialty: Pharmacy
Institution: Granada College – 2022 – With Distinction

Professional Experience

2008–2012

SHARAYA DRUG STORE

[Sales Man]

- Acted professionally, reflecting the mission of the SHARAYA DRUG STORE
- Demonstrated ongoing service excellence skills
- Understood and applied corporate compliance policy
- Participated in meetings and contributed to decision making
- Developed strategies for improved service and sales

2012–2016

SHARAYA DRUG STORE

[Sales Supervisor]

- Followed up on achieving goals
- Communicated with customers and understood their problems
- Financial and inventory control
- Analyzed and reported market data to the department

2016–Present

SHARAYA DRUG STORE

[Head of Training Department]

- Prepared annual training plans
- Developed advanced management systems
- Supervised and reported on departmental progress and achievements

2022–Present

SHARAYA DRUG STORE

[Head of Marketing Department]

- Planned and executed comprehensive marketing strategies
- Led brand positioning and product promotion initiatives
- Conducted market analysis to identify trends and customer needs
- Built relationships with key partners and clients
- Oversaw digital marketing campaigns and sales support materials

Additional Skills

- Excellent communication, interpersonal and organizational skills
- Leadership qualities
- Data entry and SPSS analysis
- High skills in teaching and training

Languages

- Arabic: Native
- English: Excellent in Reading, Writing and Speaking

Contact Information

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References

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Publications

1. Awad, A. S., Ertugan, A., & Hyusein, A. (2022). Mode of Collaboration between the Pharmaceutical Firms and Pharmacists: An Empirical Investigation of Social Media Marketing Activities. Sustainability, 14(20), 13624. <https://doi.org/10.3390/su142013624>
2. Alarabiat, Y. A., Awamleh, F. T., & Awad, A. S. (2025). Unveiling the Impact of Knowledge Management on Digital Marketing Performance: The Role of Business Intelligence in Pharmaceutical Corporate Sector. Zenodo. <https://doi.org/10.5281/zenodo.15074408>