

Mohammed Abdullah

Street Name
City

cell phone number
email

HIGHLIGHTS OF QUALIFICATIONS

- **Industry experience:** 4-years industry experience in telecommunication firms and business development.
- **Market Analysis and Business Planning:** completed several businesses plan; identified the product/service, customer segmentation and addressable market definition, competitive analysis, and financial projections.
- **Hands-on Go-to-market Planning:** conducted extensive market research to validate customer need; utilized various methods: online surveys, workshops, Photosuite, Twitter, Facebook, Mailchimp, etc.
- **Practical Start-up Experience:** working in a start-up company. Managed marketing campaigns, corporate accounting and formed strategic B2B partnerships between North America and the Middle East
- **Excellent Communication Skills** developed by offering numerous presentations to clients and a convocation ceremony speech for the faculty of engineering for 2000 attendants.

EDUCATION

Social Media Marketing, Certificate

British Columbia Institute of Technology, Vancouver, BC

Master of Business Administration, Management of Technology

Segal Graduate School of Business, Simon Fraser University, Vancouver, BC

Bachelor of Science, Electrical Engineering (Electronics and Communications)

King Abdul-Aziz University (KAU), Jeddah, Saudi Arabia

The Engineering faculty at KAU has met the substantial criteria of US-based Accreditation Board of Engineering and Technology (ABET).

السيرة المكتوبة من
قبل خبراء أم أند أيه تركز
على إظهار تنوع في مهارات
صاحبها و قدرته العلمية و
العملية بطريقة احترافية

2007

PROFESSIONAL EXPERIENCE

Business Development Associates

Nov 2010 - present

ABC Consulting Services Inc., [Vancouver, Canada]:

- **Customer Relationship Management:** managed and expanded customer base, provided customer service, and negotiating deals and service packages.
- **Marketing Roles:** designed a website to attract clients, utilized modern marketing media such as Google AdWords, Facebook Ads, SEO, and campaign management.
- **Strategic Partnerships:** formed agency partnerships with North American language colleges and universities to enroll international students.
- **Results:** increased company revenue to \$100,000 annually, by expediting time to market and efficient go-to-market planning

Co-founder / Project Manager

Dec 2011 – May 2012

Extra Events Corp, [Vancouver, Canada]

- Directed and managed X Event 2012 from beginning to end
- Estimate the resources and participants needed to achieve project goals.
- Results: \$35,000 CAD revenue from tickets sales by developing and managing a marketing campaign via YouTube promos and social media.
- Raised over \$40,000 CAD through sponsorship packages

السيرة الذاتية المكتوبة من
قبل خبراء أم أند أيه تظهر
قدرات صاحب السيرة بلغة
قوية و عبارة مقنعة

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Associate Sales System Engineer, Cisco Systems Inc. [Riyadh, Saudi Arabia] 2007-2008

- Reported to the System Engineering Manager, Government Sector; Working with the Account Management community in order to qualify the needs of our clients, develop solutions, and manage relationships.
- Responsible for the technical relationship between Cisco and clients and help customers develop their business and networks using Cisco technology and products.
- Shadowed Senior System Engineer to sales calls and customer meetings; discussing different technology issues and business needs.
- Promoted new network products and services by conducting research on their advantages and features and conveying those to customers

Telecommunication Engineer (P/T), Global Telecom Service Company [Jeddah, Saudi Arabia] 2006-2007

- Reported to Project Manager; responsible for connecting remote sites through satellite networks and providing internet access through satellites.
- Increased sales by persuading and negotiating with diverse customers to implement our satellite network
- Promoted the satellite network solution to KAU to launch distance education courses

COMPUTER SKILLS

Applications: Microsoft Project, Word, Excel, PowerPoint, and Visio
Marketing Tools: E-mail marketing campaign and list management software
Facebook Ads, and Google AdWords campaigning
Web analytics and impression/click optimization
E-commerce principles, PayPal, Credit Card and shopping cart setup
Photography, Video Editing and Production

ACADEMIC PROJECTS

Marketing Research (MBA Thesis Project): conducted an extensive research of e-commerce usage and adoption factors in Saudi Arabia. This includes investigation and analysis of existing e-commerce infrastructure. To support my research findings, I conducted an online survey to gauge potential client interest in utilizing e-commerce in online shopping. The survey was completed by over 2,000 respondents.

Business Plan (MBA Course Project): "VenueMenu Business Plan"
As a team of 5 members in our finance course we developed an in depth business plan for a new venture called VenueMenu, an online scheduling website that focuses on connecting venues to their customers more quickly and efficiently. We analyzed and identified the service, customers, demand, estimation, competitors, and financial projections for VenueMenu in this study.

COMMUNITY INVOLVEMENT

Head Coach: The Greens Soccer Team, Jeddah, Saudi Arabia 2006-2008
Vice President: Electrical Engineering Club, Jeddah, Saudi Arabia 2005-2007

INTERESTS

Soccer enthusiast and avid traveller; enjoy snowboarding, camping, hiking, and photography.