

# Full Name

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 plans; identified products/services, customer segmentation, 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, Hootsuite, Twitter, Facebook, Mailchimp, etc.
- **Practical Start-up Experience:** worked in a start-up company. Managed marketing campaigns, corporate accounting and formed strategic B2B partnerships between North America and Middle East institutions.
- **Excellent Communication Skills:** offered numerous presentations to clients and convocation ceremony speech for the faculty of engineering in front of 2000 attendants.

## EDUCATION

- Social Media Marketing, Certificate** Completion: April 2013  
British Columbia Institute of Technology, Vancouver, BC
- Master of Business Administration (MBA)** Oct 2011  
Segal Graduate School of Business, Simon Fraser University, Vancouver, BC
- Bachelor of Science, Electrical Engineering (B.S.c. Eng.)** 2007  
King Abdul-Aziz University (KAU), Jeddah, Saudi Arabia

## PROFESSIONAL EXPERIENCE

- Business Development Associate** Nov 2010 – present  
*ABC Consulting Services Inc.*, Vancouver, Canada
- **Customer Relationship Management:** managed and expanded customer base to cover two continents, and negotiated deals in \$100,000's of recurring business.
  - **Marketing Roles:** utilized modern marketing tools such as Google AdWords, Facebook Ads, SEO, to executive marketing campaign exceeding \$150,000 per year in budget.
  - **Strategic Partnerships:** formed agency partnerships with North American language colleges and universities to enroll international students. 17 Partnerships were completed and signed.
  - **Results:** increased company revenue to \$750,000 annually, by expediting time to market and efficient go-to-market planning.
- Project Manager** Dec 2011 – May 2012  
*Extra Events Corp.*, Vancouver, Canada
- **Directed and Organized** over 23 events in 2012, which were attended by 3,000+ participants and exceeded \$1,250,000 in budgets.
  - **Planned and Managed** the capital and human resources needed to achieve project goals. Over 45 employees and contractors were involved in any given event.
  - **Executed Marketing** strategy aimed at increasing participants through utilizing modern social media tools, attending conferences, giving speeches and distributing digital content.
  - **Acted as Liaison** between the event organizing committee and sponsors to assure expectations and facilitate organization efforts.
  - **Results:** \$3,500,000 in revenue from tickets sales and sponsorships.

# Mohammed Abdullah

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## Sales System Engineer

2007 – 2008

**Cisco Systems Inc.**, Riyadh, Saudi Arabia

- Reported to the System Engineering Manager, worked 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 Engineers to sales calls and customer meetings; discussed 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 Systems Engineer

2006 – 2007

**Global Telecom Service Company**, Jeddah, Saudi Arabia

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

## COMPUTER SKILLS

### Software 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 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"

In a team of 5 business professionals, 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, competitors, and financial projections for VenueMenu.

## 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 traveler, enjoy snowboarding, camping, hiking, and photography.