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PROFESSIONAL SUMMERY

Multi-talented business development and marketing expert, My expertise includes busines expansion, business plan development, marketing plan development, brand development, and promotional campaigns. Skilled in marketing and financial trainings with extensive knowledge of Hootsuite platform, Talkwalker analytics tool, CMS systems such as WordPress and QuickBooks Enterprise accounting software.

AHMAD KHALED

EDUCATION

Master of Business Administration
Cardiff Metropolitan University
United Kingdom 2016

Bachelor of Business Administration
Hertfordshire University
United Kingdom 2014

Diploma in Business Administration
Binary University
Malaysia 2010

SKILLS

Business plan development

Marketing plan development

Financial plan development

Reporting proficiency

Campaign execution

Analytical skills

Media and client relations

Budget development

Market research

Interpersonal skills

Creative Collateral development

Training program development

Microsoft Office Programs proficient

Adobe Photoshop expertise

Adobe InDesign expertise

Adobe Experience Cloud skills

Hootsuite and Talkwalker platform skills

Quickbooks Enterprise accounting

Fluent in English and Dari Languages

EXPERIENCE

Business Development Advisor (MBA) Kabul, Afghanistan
USAID-DAI: Export-Oriented Businesses Activity (ACEBA) 06.2021 - 08.2021

- Designed export strategies to meet project delivery requirements.
- Developed market development plan for carpet range of products for defined markets.
- Gathered international market intelligence and provided guidance to and export team to promote Afghan Carpets to overseas.
- Performed as consultant for SME in areas of marketing, export and training to staff.

Business Development Advisor (MBA) Kabul, Afghanistan
USAID-DAI: Promote: Women in Economy (WIE) 2 Projects 01.2019 - 04.2020

- Developed business plan, marketing plan, implemented strategies and campaigns.
- Developed marketing content such as promotional materials and advertisements.
- Boosted brand awareness through digital marketing, billboards, and trade shows.
- Managed monthly sales and increased revenue of SME.
- Developed website and social media pages using CMS and Hootsuite platforms.
- Developed financial plan and projections and Provided training of QuickBooks.
- Business and financial assesement to improve processes and value chain activities.

Marketing Manager Kabul, Afghanistan
Green Zone ICT Services 01.2018 - 12.2018

- Grew new business connections by networking with industry experts.
- Cooperated with sales team during customer interaction to drive sales.
- Recruited and hired experienced sales agents to increase revenue.
- Developed sales tools, presentations, trend reports, and product datasheets.
- Engaged with clients by phone, email, and in-person, established relationships.

Deputy Marketing Manager Kabul, Afghanistan
Afghan United Bank 05.2017 - 01.2018

- Developed and Managed marketing budget to execute marketing programs.
- Collaborated with developers, media productions to market AUB bank services.
- Implemented outdoor marketing to visit VIP customers and opened new accounts
- Increased brand awareness by developing marketing collateral and presentations.
- Managed bank's website and Social media by using CMS and Hootsuite Platforms.

Marketing Coordinator Kuala Lumpur, Malaysia
Kobe Design Consultancy 03.2014 - 10.2015

- Consulted with product development teams to enhance products and services.
- Built relationships with vendors, advertising agencies, and clients.
- Captured new clients by optimizing business strategies and launching services.
- Conducted industry analysis and market analysis to improve services and CRM.