



FAHAD MOHAMMED AL AMOUDI

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BUSINESS DEVELOPMENT MANAGER / SMM - SEO & CONTENT MANAGER/ TECHNICAL EXPERT

Focused Business Development Manager / SMM, SEO & Content Manager / Technical Expert with exceptional planning and implementation capabilities with over six years of invaluable managerial experience of working for multinational companies; Highly focused with a comprehensive knowledge and understanding of enterprises content management ECM. Currently responsible for product planning and execution throughout the product lifecycle, including: gathering and prioritizing product and customer requirements, defining the product vision and working closely with IT, sales, marketing and support department to ensure revenue and customer satisfaction goals are met; Possessing excellent written and oral communication skills including presentation experience to large and diverse audience, currently looking for a suitable managerial position.

CORECOMPETENCIES

- Negotiation
- Public speaking
- Client Relations
- Stakeholder Management
- Emotional intelligence
- Team motivation & Management
- Team Building
- Research & Strategy
- Sales & Marketing
- Social Media Advertising
- Product Development
- Strategic Planning
- Strong Work Ethic
- Influential Communication Skills
- Deadline-driven
- Forecasting & Planning
- User acceptance testing
- Visionary Approach
- Promotional Development
- Forward-Thinker
- Business Development
- Time Management
- Digital Media
- Workflow Management
- Problem Solving
- Responsible Individual
- Ability to maintain different task singlehandedly
- Decision Making
- Calendar Management
- Account Management & Partnership
- Microsoft word, Microsoft Excel, and Microsoft Power Point.



Commercial Insurance Training

Certified by MARSH INTERNATIONAL BROKERS LLC.



Islamic Banking & Takaful Insurance

Certified by SERCO GLOBAL SERVICES.



A+ (Hardware) & N+ (Networking)

Certified by KarRox Technologies

Accredited by MICROSOFT / PEARSON / DOEACC/EC-Council / CIW .



Web Development Certification

- Creating website's and mobile application.
- Maintaining, optimizing, troubleshooting, and improving website's.
- Implementation of apps and landing pages from concept through deployment.
- Text Markup Language (HTML)
- Cascading Style Sheets (CSS)
- Syntactically Awesome Style Sheets (SASS)
- JavaScript (JS)
- JavaScript (JS) Libraries (e.g., jQuery)
- CSS and JS Frameworks (e.g., AngularJS, Bootstrap, Tailwindcss, Tailblock)
- CSS Preprocessors (e.g., Sass, LESS, Stylus)
- Version Control (e.g., Git, Subversion, Mercurial)
- Responsive Design & Mobile-First Websites.
- Content Management Systems (e.g Wordpress, WIX, Magento)
- Search Engine Optimization (SEO)
- Microdata & Micro formats.
- Performance Testing, Load Testing & Debugging.
- Object-Oriented Programming.
- Deployment Servers (e.g. Netlify, Github Pages & other host Servers)



ACHIEVMENTS

- **Awarded as the best Emerging Talent - FRANKFUT INSURANCE BROKER**
- **Awarded as Employee of the Month – SERCO GLOBAL SERVICE**
- **Awarded as Employee of the Year – SWIMWELL PVT LTD**



Na3iman Designs & Tech – Baku, Azerbaijan

UI/UX Web Developer & SEO –Technical Expert- Freelance

(March 2020 – Till Date)

- Conducting research and deconstruct users' digital interactions and habits.
- Coming up with UI and UX strategies based on target goals.
- Creating and maintaining digital assets, such as interface design files, wireframes, and interactive mockups using { {design and prototyping tools: e.g., Sketch and In-Vision, Adobe Illustrator} }.
- Design, build, and maintain highly reusable JavaScript, HTML and CSS code.
- Monitoring app performance, watch for traffic drops related to site usability problems and rectify any issues.
- Writing functional requirement documents and guides.
- Turning UI/UX designs into prototypes, creating excellent interactions from designs.
- Writing reusable code and libraries (with matching documentation) to a standard which makes it quick and easy to maintain the code in the future.
- Optimizing applications for maximum speed & scalability.
- Designing new features, or maintain old features.
- Collaborating with back-end developers and web designers to improve usability.
- Helping back-end developers with coding, Debugging and troubleshooting.
- Staying up-to-date with emerging technologies.
- Understanding the limitations of tech stack and business model and provide technical advice wherever necessary.
- Develop optimization strategies that increase the company's search engine results rankings.
- Research SEO keywords to use throughout the company's website and marketing materials.
- Set measurable goals that demonstrate improvement in marketing efforts.
- Monitor daily performance metrics to understand SEO strategy performance.
- Efficiently communicate with other marketing professionals to align goals.
- Write compelling and high-quality website content, including blog posts and page descriptions.
- Update content and website links for maximum optimization and search engine rankings.

1. Project No.1 – Na3iman Designs & Tech – under development

- Creating the website with the help of HTML5, CSS3, Sass & Tailwinds / Tailwind block.
- Debugging the errors and fixing it and creating Content management & SEO optimization.
- Will be deployed on Netfliy servers with the help of git control version system once the project is completed.
- Writing media query for Mobile Responsiveness with the help of Sass and CSS3.
- Contact Form creation and connecting it to the Netlify form backend Server.
- Integration of payment gateway API – PAYEMS
- Testing live servers and payment gateway.
- Designing companies CRM and task management system on Bitrix platform.
- Doing all the necessary setup for all the employee's and the management for making efficient workflow.

- Creating application designs and develop web pages to streamline business processes and programs.
- Managing social media platforms including Instagram, Snap chat, Facebook and Twitter and Handling other B2B and B2C platforms. Continuously sourcing new businesses and service new business from existing and new market.
- Assessing and analyzing all technical programs used by the company, and all technical products created by the company, if any. Understanding the regulatory and compliance issues in relation to running the inbound activities.
- Providing tech support for programs and applications to both customers and other staff members within the company.
- Training customers and company staff on apps and products, advising them on the best practices for using technical applications and programs.
- Designing training materials for other staff members to teach them the most efficient methods for using company tech.
- Troubleshooting technical programs, products, and applications used by the company, and redesign programs as needed to make them more efficient and effective.
- Minimizing company costs by finding ways to increase productivity and reduce expenses.
- Learning new products and technologies as they become available to find the best methods for using them.

1. Project No.1 – Yourcompanyinazerbaijan.com - <https://yourcompanyinazerbaijan.com/>

- Co-ordinated with the design team and back end team to get the correct algorithm and responsive website.
- Putting the contents and alignment of the web pages through Control panel.
- Hosting the website on the company's domain.
- Debugging of the various errors.
- Rectifying design flaws.
- Integration of payment gateway API - PAYEMS
- Testing live servers and payment gateway.

2. Project No.2 – Salamtravel.az - <http://193.39.255.52:83/>

- Designing companies CRM and task management system on Bitrix platform.
- Doing all the necessary setup for all the employee's and the management for making efficient workflow.
- Helping the Back End team to make a successful Web based platform to control the direct booking performed by the end user through salam tourism website.
- Helping the team to set up My Hub Lite (Booking Engine which is connected to website) to work efficiently.
- Integration of Payment gateway API –PAYEMS
- Integration of Rate Hawk API – (Supplier of Hotel Booking system)
- Integration of Flexible Autos API – (Supplier of Car Hire Booking system)
- Integration of PK Fare API – (Supplier of Airlines Booking system)
- Integration of HOPPA API – (Supplier of Airport Transfers Booking system)
- Debugging of the various errors and rectifying design flaws.
- Helped the design team and back end team to get the correct algorithm and responsive website.



SALAM TOURISM AND TRAVEL – BARATTSON GROUP (CIS & GCC)
Inbound Tourism Manager & SMM Manager - Full Time (December 2019 – Till Date)

- Fully responsible for budgeting and implementation + P & L.
- Procuring best deals with suppliers of ground services that meets individual market requirements.
- Continuously sourcing new businesses and service new business from existing and new market.
- Overseeing and managing the operational activities to support and provide an efficient service delivery for guests.
- Understanding the regulatory and compliance issues in relation to running the inbound activities.
- Responsible for inbound activities (excursions, MICE and hotel reservations, transfers, visas etc.)
- Responsible for local corporate sales to target the incentives and events.
- Managing complete inbound operations and staff management
- Planning strategies to increase sales and achieve the set targets.
- Producing monthly reports / updates.
- Generating sales from all selected markets and achieve set targets.
- Responsible to maintain inventory and the infrastructure.
- Creating and introduce new packages.
- Maintaining good relationship with all the local hoteliers and suppliers.
- Responsible to contract with overseas agents, wholesalers and online systems.
- Responsible for marketing inbound products locally and international.
- Handling customer complaints, dealing with customer inquiries and aiming to meet their expectations.
- Ensuring smooth functioning of the inbound department.
- Liaising with travel partners, including airlines and hotels, to manage bookings and schedules, often one year in advance.
- Ensuring regular contact with clients and provide timely and efficient responses to all customer queries.
- Contributing to a drive for excellence across the wider inbound sales & operations team and other departments.
- Managing social media platforms including Instagram, Snap chat, Facebook and Twitter.



ARGENESIS (CIS,ME & UK)
Business Development Manager - Freelance

(October 2019 – Jan 2020)

- Proactive account mapping of target accounts
- Outbound prospecting.
- Responsibility for creating pipeline.
- Quickly achieve, and maintain over time, an adequate understanding of products and solutions to be able to explain them to strangers with no familiarity with Argenesis.
- Assist in building & refining Argenesis go-to-market strategy, marketing initiatives and sales campaigns to help assist in sales pipeline building.
- Maintain outbound sales activities to drive all stages of the pipeline.
- Update and maintain CRM as appropriate.
- Meticulous adherence to process and attention to detail, ensuring that all client interaction maintains Argenesis commitment to excellence.
- Report results on weekly basis, both qualitative and quantitative
- Support the rest of the Sales team as required



BUTA INSURANCE BROKERS LLC (CIS & ME)
Business Development Manager – Freelance

(October 2019 – Jan 2020)

- Responsible for establishing and building new relationships with existing and potential producers that have prospective business that meets the companies underwriting criteria
- Articulate Vero's service and value propositions and target markets as well as specific product features, target markets, advantages and benefits.
- Handled the tasks of preparing strategic plans and objectives for growth of the organization; assigned the tasks of developing and implementing insurance policies for insurance holders.
- Provided support to insurance sales financial department; developed and generated various types of insurance policies to individuals and business professionals on behalf of the organization.



FRANKFURT INSURANCE BROKERS LLC (UAE & GERMANY)
Business Development Manager – Employee Benefits (March 2015 – October 2019)

- Responsible for providing functional supports to the sales and marketing department to achieve high standard of customer services; handled the tasks of conducting assessment in accordance with the requirements of clients.
- Assigned the responsibilities of preparing report for evaluating risks to ensure appropriate coverage; responsible for maintaining accurate date record of the department's business operations.
- Handled the tasks of preparing strategic plans and objectives for growth of the organization; assigned the tasks of developing and implementing insurance policies for insurance holders.
- Assisted insurance sales team in achieving monthly sales target; launched new products and services for increasing the company's profitability; support international consulting group in securing global mandates for Frankfurt insurance Broker LLC.
- Provided support to insurance sales financial department; developed and generated various types of insurance policies to individuals and business professionals on behalf of the organization.



SERCO GLOBAL SERVICES- (BARCLAS/ADIB, UEA & UK)
Premier Banking Officer **(Feb 2014 - Sept 2014)**

- Proactively developed new client business through team portfolio management, which includes solicitation of client referrals and promotion of product and services; provided basic operational support to the business as required.
- Performed a variety of sales and services activities to all customers including business banking with the primary focus on advance and premier customers; responsible for ensuring the accurate and timely processing of all activities related to area of specialty.
- Ensured compliance operational and system controls in accordance with regulatory standards and engages in customer conversations following a prescribed sales process designed to effectively uncover customer needs and provided relevant customer solutions.
- Leverages lead sources to supplement weekly outreach efforts will include but no limited to lead lists, internal and external referrals, prospecting and referrals from centers-of-influence; managed a portfolio of mass affluent customers with responsibility to deepen, retain, and improve the profitability of these relationships.
- Recommended strategies clients can use to achieve their financial goals and objectives, including specific recommendations in such areas as cash management, insurance coverage, and investment opportunities to determine whether they fit into financial plans.



ETISAL INERNAIONAL (ZAIN- KINGDOM OF SAUDI ARABIA)

Customer Service Team Leader

(May 2012- June 2013)

- Established new processes and procedures that were used in new hire training as well as codified established rules of conduct for existing employees; provided excellent customer services including answering questions and locating products.
- Coordinated the daily operations of the common area ensuring for timely associate break periods and smooth transition at shift changes; organized training workshops to improve the performance of the members who were lagging behind in terms of performance.
- Performed administrative duties for the department as required including handling calls, track departmental expenses and prepared invoice payments; interacted monthly with upper management regarding coordination of new employee orientation.
- Maintained a high level of quality to achieve high standard of customer satisfaction; responsible to and resolve employee relations issues expressed by team members; created and maintained high quality work environment so team members are motivated to perform at their highest.
- Establish work procedures and processes that support company and customer services department standard, procedure, and strategic directives; responsible for payroll processing on a weekly basis for all employees within store location.



SWIMWELL PVT LTD (INDIA)

Sales Officer

(July 2007- Aug 2010)

- Maintained a portfolio of 100+ key client accounts to ensure product deliver, customer satisfaction, relationship management, and timely follow up to inquiries; advised company and clients on investment options by analyzing and determining risk factor.
- Researched economy volatility, consumer interest, seasonality, and forecasting reports to develop sales goals that are realistic and measurable; lead monthly trainings for sales representatives to talk about important topics such as pitch delivery, customer needs assessment, up-selling strategies, and lead conversion techniques.
- Oversaw six area sales supervisors and help them identify areas of improvement, assess team performance, set sales goals, and realize potential leads and opportunities.
- Responsible for finding and winning new customers, as well as looking after existing customer accounts, managed the sales team, the product inventor, directs the sales/ marketing and the customer service management.

EDUCATION

MIDDLESEX UNIVERSITY, EU

2015 - 2018

Diploma Insurance (Underwriting & Reinsurance)

CARLOX TEACHER'S UNIVERSITY, INDIA

2012 - 2014

Master of Business Administration (MBA) Field of Study –Business Administration & Marketing

EIILM UNIVERSITY, INDIA

2009 - 2012

Bachelor of Science: Information Technology

HIGHER SECONDARY (INTERMEDIATE)

2005 - 2007

Higher Secondary Certification XII – Math's & Science

SECONDARY (MATRICULAION)

2004 – 2005

Secondary Certification X- Math's & Science

PERSONAL INFORMATION

Father's Name: Jafar Al Amoudi

Date of Birth: March 14th 1989

Marital Status: Married

Visa: - Resident & Work Permit - 1 Year Validity and renewable

LANGUAGES

English – Native speaker

Arabic – Native speaker

Hindi – Native speaker

Urdu – Native speaker

Azerbaijan – In learning curve

Turkish – In learning curve

PORTFOLIO WEBSITE'S , SOCIAL MEDIA & OTHER LINKS

