

Omar Kadura Abu Artima

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A current Level 5 Business Management student passionate about driving growth, sales, and business development in the tech industry. My diverse personal and professional experiences have strengthened my adaptability, cultural awareness, and ability to connect with global markets and teams. At GAOGROUP Inc., I conducted comprehensive market research on over 400 companies, identified emerging trends, and evaluated opportunities to expand the client base. I also managed stakeholder communications, fostering strong relationships and enhancing my business development and client management expertise. As a BDR at CMO Experience, I specialized in outbound lead generation and client engagement, connecting SMBs with proven marketing systems designed to deliver measurable and sustainable growth. This role sharpened my ability to prospect, qualify leads, and drive sales conversations. I'm actively pursuing Junior positions in Tech Sales, SaaS, and Business Development, aiming to leverage my experience in B2B outreach, market research, and relationship management.

AREAS OF EXPERTISE

- Business Development
- Lead generation & CRM
- Market research
- Outreach
- Sales Support
- Coordination
- Adaptability
- Communication
- Sales Development

RELEVANT PROFESSIONAL EXPERIENCE

CMO EXPERIENCE

Business Development Representative

Remote

November 2024-February 2025

- Promoted to manage a broader scope of responsibilities, achieving a record of over 500 qualified companies contacted across key regions in North America, Australia, and the UK.
- Focused on setting high-quality appointments for businesses seeking CMO services at a fraction of the cost while maintaining detailed client tracking through internal CRM and increased company visibility by 2-3% through strategic outreach campaigns targeted at SMBs.
- Ensured alignment with the company's mission of empowering businesses with elite marketing strategies at affordable costs, offering tailored solutions in web development, branding, local SEO, and marketing automation.

CMO EXPERIENCE

Lead Development Intern

Remote

October 2024-November 2024

- Prospection of over 150 companies within one month, focusing on SMBs across the Australian Market. Utilizing outbound strategies on platforms like LinkedIn and email, I conducted in-depth research to identify and qualify leads, contributing to a growing pipeline for the company's services, which included content strategy, SEO, email marketing, and workflow automation. My efforts played a pivotal role in expanding the company's visibility by improving outreach response rates and supporting initial client interest.

GAOGROUP INC.

Business Development Intern

Remote

September 2023-November 2023

- Prospecting and Lead Generation: Identified and researched potential clients or partners to expand the company's client base through CRM platforms like Apollo.io in the North American & Middle Eastern region, averaging a minimum of two positive responses per week. The responsibilities included engaging in meticulous due diligence efforts to assess

potential clients and partners where market research & analysis was conducted of over 400+ companies, ultimately bolstering the organization's client base.

- **Market Analysis:** Conducted market research utilizing outbound methods to identify potential customers & business partners. I used prospecting strategies to find relevant contacts in specific companies and initiated contact through different means such as Email out bounding and via-LinkedIn, as well as defining trends, opportunities, and threats within the industry.
- **Client Relationship Management & Account Management:** Built and nurtured relationships with clients and partners to ensure satisfaction. Provided detailed information and demonstrations of IT products and engineering solutions.
- **Account Management:** Managed and grew existing client accounts by identifying upsell and cross- sell opportunities while keeping an exhaustive track record of clients through Microsoft Excel.

EDUCATION

ARDEN UNIVERSITY

Bachelor's in Business Management

Distance learning (online)
Level 5

IFP. INNOVACIÓN EN FORMACIÓN PROFESIONAL

Associate's in Administration **(attended one year)*

Barcelona, Spain
September 2022-June 2023

INSTITUT FRONT MARITIM

Baccalaureate in Sciences & Technology

Barcelona, Spain
September 2018- July 2020

LANGUAGES & ADDITIONAL SKILLS

- English, Spanish, Arabic (Levantine): Native level proficiency
- Catalan: Intermediate-Professional working proficiency
- Microsoft 365: Intermediate Level
- ZoomInfo, HubSpot Sales Hub: Beginner level
- LinkedIn Sales Navigator: Beginner level
- InsideView: Beginner level
- Apollo.io: Intermediate level

CERTIFICATIONS

GAOGROUP INC.

Business Development Certificate, Issued November 2023

DUOLINGO ENGLISH TEST

English Proficiency Certificate, Issued May 2023

SANTANDER ACADEMY

Effective Communication Certificate, Issued April 2024

Negotiation Certificate by Esade, Issued April 2024

LINKEDIN

Sales Foundation, issued May 2024

LINKEDIN

B2B Sales Foundation, issued May 2024

PROJECTS

Make.com Automated Outreach Strategy

- Developed and implemented an automated outreach system using Make.com, streamlining lead generation and follow-ups for CMO Experience.
- The strategy enabled consistent and personalized communication with prospects, significantly improving response rates and reducing manual effort.
- Contributed to the company's outreach efficiency, increasing visibility by 2-3% among SMBs in key markets such as North America, Australia, and the UK.
- Demonstrated expertise in automation tools and strategic outreach, aligning with the company's mission to deliver cost-effective marketing solutions.