

Peshawa Abdulla

Uppsala (Willing to relocate) | Peshawa.sofi@gmail.com | 0046762525859 | www.linkedin.com/in/peshawa-abdulla

I'm a seasoned professional and current Team Lead with a proven track record in sales, community management, digital marketing, and brand development. With a focus on driving results and fostering strong connections, I've achieved remarkable outcomes across diverse industries. My expertise in CRM, influencer marketing, strategic partnerships, and brand development has consistently expanded brand recognition, customer engagement, and sales revenue growth. I have driven social media growth, enhanced brand awareness, and led successful campaigns. I'm passionate about creating meaningful customer experiences and contributing to the success of organizations.

EXPERIENCE

Team Lead - Community Management | Transfer Galaxy | Sweden, Stockholm | January 2024 - Present

- Oversee a team focused on managing different diaspora communities, ensuring strategic alignment and performance excellence.
- Develop and implement strategies to drive community engagement and volume growth.
- Manage team performance, ensuring effective people management and fostering a collaborative environment.
- Lead initiatives for customer acquisition and retention, contributing to overall business growth.
- Utilized Intercom as a CRM tool to manage customer bases, delegate tasks, and perform various send-outs; leveraged CM for SMS campaigns to enhance customer communication and engagement.

Community Manager | Transfer Galaxy | Sweden, Stockholm | August 2021 - December 2024

- Spearheaded customer onboarding, achieving a 60% weekly conversion rate and significant customer base expansion.
- Established and led Facebook and WhatsApp groups for diverse immigrant communities in Sweden and Europe, growing community engagement by 50% to 100,000 active members.
- Built a vast network and finalized strategic partnerships with key stakeholders, enhancing the company's growth and market positioning.
- Managed partner relationships and growth volume with kiosks, restaurants, and other service market entities across Sweden.
- Collaborated with influencers, resulting in a 30% increase in social media base, 20% boost in customer leads conversion.

Digital Marketing Specialist | Oriental Call | Remote | September 2019 - August 2021

- Managed and executed paid campaigns on Google Analytics, Facebook Ad Manager, Instagram, YouTube, TikTok, and LinkedIn, consistently delivering exceptional ROI for multiple clients.
- Leveraged analytical insights and a strong results-oriented mindset to achieve outstanding outcomes in the digital landscape, driving measurable success for clients.
- Achieved an impressive average ROI of 200% on advertising campaigns, leading to a 2x increase in customer leads and a substantial 70% boost in sales revenue for client campaigns.
- Developed organic content strategies tailored to each client, enhancing their online presence and engagement with their target audience.

Brand and Communication Professional Officer | Asiacell | January 2015 - August 2019

- Accomplished brand and communication professional with a proven track record of driving results, analyzing consumer insights, and leading successful brand campaigns. managed multiple agencies to achieve growth across various channels.
- Facebook Growth: Together with a team drove social media growth by 300%, surpassing 4 million followers on Facebook and 300k followers on Instagram.
- Implemented content strategies resulting in a 20% increase in sales and a 30% rise in brand awareness.
- Orchestrated highly successful digital and social media campaigns that significantly impacted sales. Achieved a substantial increase in revenue.
- Expert in distilling product briefs into powerful creative briefs, leading captivating TV, radio, and print ads campaigns.

Marketing and Sales Officer | Asiacell | February 2011 - December 2015

- Led marketing for the youth segment, resulting in innovative product launches tailored to their needs.
- Conducted research for data-driven decisions.
- Achieved a 32% customer base increase through targeted marketing, generating 3x leads from the target segment.

EDUCATION

BA in English language and Literature | Salahaddin University | Iraq | 2010

Business Language | American University of Iraq | Iraq | 2008

LANGUAGE

English: Fluent, Swedish: Conversational, Arabic: Native speaker, Kurdish: Native speaker, Persian: Fluent