

# ABDELRAHMAN OMAR DRAKONE

## Business development

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Multidisciplinary business and finance professional with hands-on experience in sales, marketing, recruitment, and digital strategy. Known for using data-driven insights and AI tools to optimize operations and communications. Strong interpersonal skills and proven ability to deliver measurable impact across diverse industries.

## PROFESSIONAL EXPERIENCE

### **Business developer** | Impleo | *Sept 2024–now*

- Develop and execute business development strategies, identifying and securing clients while overseeing branding and concept development to drive market growth.

### **Sales and social media coordinator** | Egy Vintage | *Dec 2023–Aug 2024*

- Managed in-store operations, online sales, and social media marketing for a thrift store, including inventory, customer service, content creation, and order fulfillment.

### **English tutor** | 4LEVEL1 | *Feb 2022–Feb 2023*

- Developed tailored English lessons and custom teaching materials to meet adult learners' needs.

### **HR Recruiter and marketing developer** | Career Choice | *Jul 2021–Feb 2022*

- Conducted market research and developed targeted marketing campaigns for F&B brands, contributing to strategy and content creation in a fast-paced agency environment.

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## INTERNSHIPS

### **Sales intern** | One order | *August 2023–October 2023*

- Sold B2B software solutions for the F&B industry, successfully onboarding 10+ clients and securing signed contracts while providing personalized support throughout the sales and implementation process.

### **Marketing coordinator** | Man creative | *Dec 2022–Feb 2023*

- Worked as a marketing researcher, content creator, and client spokesperson, leveraging AI tools to streamline workflows and deliver innovative, data-driven campaigns for diverse accounts.

### **Marketing intern** | Food experts | *Jul 2022–October 2022*

- Conducted market research and developed targeted marketing campaigns for F&B brands, contributing to strategy and content creation in a fast-paced agency environment.

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## EDUCATION

### **Cape Breton University** | 2021–2025

Bachelor degree of Science in business and finance, specialization in finance

- Developed strong skills in financial analysis, strategic decision-making, and business management, with coursework in accounting, economics, marketing, and portfolio management. Focus on critical thinking, problem-solving, and professional communication.

### **Arabic Academy for Science, Technology and Maritime transport** | 2020–2021

Bachelor of Communication engineering

### **Manarat el Mostaqbal School | Cairo** | 2017–2020

American School, graduated with a 4 GPA

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## SKILLS

**Languages:** English (fluent), Arabic (native), French (basic – A1)

**Analytical & Strategic:** Financial analysis, data interpretation, budgeting, KPI tracking

**Professional:** Time management, attention to detail, adaptability, discretion, initiative

**Tools:** Excel, Photoshop, Illustrator Figma, Canva, Shopify, Meta Business Suite, AI tools