

PERSONAL INFORMATION



AHMAD KATTAN

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Sex Male | Nationality Syrian

PERSONAL STATEMENT

I am looking for distinguish in everything I do, I have a master's in management information systems, my studying mix of Marketing and IT, Professional experiences in Marketing, Sales, and Business Development. Having many professional certificates from USA Universities.

WORK EXPERIENCES

22 Nov 2020– 12 Aug 2021



Marketing Officer

YBS, Erbil, Kurdistan Region of Iraq

Key Responsibilities:

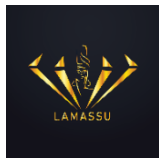
- Management marketing agency (EJAF Company)
- Marketing Plan, Market studies, Competitors Analysis, and Event Planning
- Digital Marketing Management, Brand Management and Manage a Sales team.

Key Achievements:

- Enhancement marketing department, prepare all market and analysis studies.
- Increasing awareness of YBS and it participate in events (HITEX Exhibition)

Business or sector Payment Service Provider

1 Oct 2018–30 Oct 2020



Product Marketing Manager

LAMASSU, Erbil, Kurdistan Region of Iraq

Key Responsibilities:

- Planning, Maintaining, and Measuring of digital marketing campaigns, deals with influencers.
- Analysing data, that can potentially improve marketing and sales performance.

Key Achievements:

- Contribute effectively to increase sales and revenue of Company
- Communicate with Switzerland and Italian companies and get their agencies in Iraq.

Business or sector Watches - Jewellery

01 Mar 2019–30 Sep 2020



Social Media Marketing Consultant

JEUNESSE, Erbil, Kurdistan Region of Iraq

Key Responsibilities:

Planning and Goal setting for social media campaign.

Key Achievements:

increasing awareness and sales of products, especially being new products in Iraq.

Business or sector Health - Beauty

1 Mar 2016–22 Jun 2017



Product Marketing Specialist

SYRIATEL, Damascus (Syria)

Key Responsibilities:

- Prepare feasibility study for each new project before adding it to the yearly roadmap.
- Develops new marketing strategies, campaigns, manage on-going loyalty marketing programs.

Key Achievements:

- Product Development (hybrid line), for increasing revenue and satisfaction (Telecom).
- Implementation my master thesis (Predicting Customers Churn by Using Artificial Neural Networks)
- I was the 1st responsible on Post-paid line for all Customers in Syria from marketing side.

Business or sector Telecom

1 Apr 2012–29 Feb 2016



VIP Customer Service Representative

SYRIATEL, Aleppo & Lattakia (Syria)

Key Responsibilities:

Identifying customers' needs clarify information; research every issue and providing solution.

Key Achievements:

Because of my high-performance evaluations results, I was transferred to VIP section.

Business or sector Telecom

FREELANCER

13 July 2021–29 July 2021



Digital Marketing

Dall Kurd FF, Sweden

I studied the Swedish clubs and introduced a digital marketing plan,
The plan contains on many clauses such as:
Website and social media analysis, content marketing and recommendation.

28 Oct 2019–14 Nov 2019



Business Development

Five on Labs Org., Erbil, Kurdistan Region of Iraq

I Prepare a study for Synthetic perfumes in Erbil, and I found many results for instance:

- The Market Share that we can take it was: 1.41 %
- Total Estimated profit per year was 19700 USD.

The study was very good, and it was in the 3rd ranked in the Program (أطلق العنان).

01 Sep 2019–20 Oct 2019



Business Development

SUMAR LEGEND, Erbil, Kurdistan Region of Iraq

I Prepare a study for smart home products, and I found many results for instance:

- The profit will be 20000 USD in month if the company sell 595 products.
- Rate of return on investment: 28%.

EDUCATION LEVELS

1 Dec 2012–23 Jun 2017



Master's in management information systems

EQF level 7

Economic College, Aleppo University, Aleppo (Syria)

The Thesis: Predicting Customers Loyalty for Prepaid lines by Using Artificial Neural Networks
An applied study: Telecom Companies

Grade: **79 %, Very Good**

1 Oct 2006–1 Dec 2011



Bachelor's in Economics / Management information systems Dept.

EQF level 6

Economic College, Aleppo (Syria)

Project Graduate: Building an E-Commerce Website for selling Books by prepaid Cards.
We use many tools: HTML, Adobe Dreamweaver, MySQL, PHP., Java Script.

Grade: **72.75 %, Good**

TRAINING COURSES

Certificate	Subject
University of Virginia (USA)	Business Strategy Specialization
University of London (UK)	Brand Management
Coursera (USA)	Google (Analytics, Ads, Optimize, Data Studio and Surveys)
Institute of Certified Professional Managers (USA)	ICPM Certified Supervisor Professional Certificate
Facebook (USA)	Social Media Marketing Professional Certificate
University of Illinois (USA)	Digital Marketing Specialization
University of North-western (USA)	Sports Marketing
FIA (Brazil)	Strategic Sales Management Specialization
Salesforce co. (USA)	Salesforce Sales Operations Professional Certificate
University of California (USA)	Project Management Specialization
Fortinet (USA)	Fortinet Network Security Expert Level 1
Coursera (USA)	Managing Social Media Posts with Hootsuite
Future Gate (Syria)	Deutsch Language (A2 - B1)
Wave (Iraq)	Business Administration
UNDP Org. (Iraq)	UNDP- E-Tendering Workshop
Smart Web (Iraq)	E-Business
SYRIATEL (Syria)	SPSS
Higher Institute (Syria)	Deutsch Language Course A1
Arabic Canter (Syria)	Accounting Programs (BAZAR, AMEEN, ALMOHTASEB)

PROFESSIONAL SKILLS

Marketing	Marketing Strategy, Product Marketing, Brand Management, Marketing Plan, Digital Marketing.
IT	MS Office, MS Project, SPSS, Machine Learning, Programming Languages, Data Base Management, Data Analysis.
Finance	Finance Study, Budgeting, Profit & Loss, Account Preparation, Accounting Programs.
Sales	Customer Care, Negotiation, Target Achievement, Complaint Resolution, Influencing.
Management	Business Strategy, Project Management, Planning, Leadership, Business Development, Process Improvement.
Languages	Arabic mother tongue, English (C1), Germany (B1), Kurdish (A1).

REFERENCES

- Prof. ABDEL MOHSEN NASSANI, Prof at KSU, Nassani@ksu.edu.sa
- Mr. ALADDIN SALHANY, Director of Marketing & Sales at SYRIATEL, aladdin.salhany@gmail.com