*Muhammed Haji Mahmoud*

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**Career Objectives**

To make a sound position in corporate world and work enthusiastically in team to achieve goal of the organization with devotion and hard work.

**Career Sketch**

**From Pre-opening for Erbil Arjaan by Rotana and Erbil Rotana, Erbil, April 2017 till now  
Position: Cluster E-Commerce Executive**

**Accountability**:

* Asset in the launch of the pre-opening campaign for Erbil Arjaan hotel in coordination with the corporate office of Rotana hotels.
* Create and prepare all the hotel related online channels and the outlets, for instance; Rotana websites, google business accounts, Trivago, Kayak, wego, TripAdvisor along with the social media channels too.
* Pre-opening digital marketing plan for the hotel to include google campaigns, social media plan, video & photo shootings.
* Partnership with the leading social media pages, collaborate with international and local bloggers
* Upload content (photography & descriptions) to all the online channels under e-commerce and provide all requested content for revenue department and work closely together and review all after uploaded to make sure no mistakes happen before the launch of any channel
* Same tasks as mentioned below is being done for Erbil Arjaan hotel too.

**Erbil Rotana Hotel, Erbil, Iraq, July 2016 until April 2017  
Position: E-Commerce Executive**

**Accountability**:

* Assist the Director of Marketing & Communications and the Corporate Director of E-Commerce in developing and increasing traffic through direct and semi-direct online channels that will improve the overall revenue for the property and other key financial and customer matrix.
* Assist the Director of Marketing & Communications and the Corporate Director of E-Commerce in evaluating the performance of our branded website and give suggestions for how to promote and improve the presence of the hotel on the web, with the intention of increasing number of bookings and keeping the website up to date
* Manage campaigns
* Monitor, implement and execute the active presence of the property on all Social Media tools to maximize the online exposure of the property.
* Develop the e-newsletters and any other online advertising mediums pertaining to the property in addition to handling its presence on partners’ e-newsletters.
* Ensure the property’s content (photography & descriptions) in all online channels remain accurate and brand compliant.
* Conduct regular quality assurance audits on the hotel’s descriptive content & images to ensure parity on all channels and integrity with brand website.
* Load and update content (photography & descriptions) for the property on all online channels in consultation with the Director of Marketing & Communications.
* Monitor and assess the property’s reviews on online portals and ensure that official feedback from the hotel is in place whenever necessary.
* Assist in identifying and evaluating new marketing opportunities to increase direct internet traffic and drive online production.
* Assist in evaluating the online presence and rate position of our branded websites
* Database update and email marketing

**Erbil Rotana Hotel, Erbil, Iraq, September 2015 until July 2016**

**Position: Human Resources coordinator**

**Accountability**:

* Prepare all necessary documents of new joiners to ensure payroll activation and the smooth integration of the new Employee to the team.
* Employee information reports in Kurdish for the security up on their request. Official letters in Kurdish, Arabic or English.
* Prepare Offer Letters (Contracts) and Send by emails for new employment candidate.
* Assist leavers with their exit procedures to facilitate a smooth departure from the Hotel
* Manage the Bayan System and work on FBM system.

**iReach Telecom, Erbil, Iraq January 2015 until 2015 September**

**Position: Sales Representative**

**Accountability**:

* Responsible of the main showroom in Erbil.
* Money accounting, customer caring, emailing.
* Handling and Maintaining stock inventory.
* Follow up on daily customer’s problems to make sure that it’s been solved.
* Configure devices from Newroz telecom products.
* Sells about 1600 devises per month.
* Make Weekly Report about Devices Available and request the best sale devices.
* Worked on **POS** accounting system, **Ticketin**g System for Customer caring, **CRM** Selling system, **PST** Configuration & **NTRS** Online back office controlling system.

**Strength**

* Microsoft office programs
* Photoshop program
* Google ads
* Ads manager
* Web content design
* Email marketing
* Chatbot (Facebook API)
* Very Active learner
* Good experience in all hotel and restaurant online channels
* Google and specialized in social media managing
* Good copy writing skills

**Education & Language known**

* Certificate in E-commerce training
* Online courses in social media ads
* Online courses in copy writing and web designing
* High school graduated average degree 89%.
* Certificate of achievement in English Access Microscholarship program (From the Embassy of USA Baghdad, Iraq) in 2013
* Destination leadership managing program training
* Speak, Read and Write: Kurdish, Arabic, and English

**Personal Vitae**

Name : Muhammed Haji Mahmoud

Date of Birth : 1995/03/19

Sex : Male

Marital status : Single

Nationality : Iraqi

**Declaration:**

I hereby declare that the above details given by me are true and correct to the best of my Knowledge and belief.

*Muhammed Haji 20th November, 2019*

Signature Date

*References available on request*