

# Mohammed Barzinje

*Esports Enthusiast / Product Manager*

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## Summary

With a journey rooted in a passion for leadership, strategic planning, and marketing, I have built a career at the intersection of technology, esports, and brand growth. My experience spans from founding and scaling an esports organization to managing products for the world's largest gaming festivals. I possess a proven track record in cross-departmental collaboration, data-driven product development, and large-scale event optimization.

## Experience

Jun 2025 – **Founder, ReddMaten, Fredrikstad/Sarpsborg**

- Present ReddMaten is a marketplace connecting farmers directly with consumers to sell "imperfect" produce, reducing food waste and supporting local agriculture.
- Established the business vision and operational framework to make fresh, affordable food accessible.
  - Connected local farmers with a broader consumer base, bypassing traditional supermarket standards.

Jan 2015 – **Founder & General Manager, RIDDLE ESPORTS, Sarpsborg**

- Jul 2025 Built the organization from the ground up into one of Northern Europe's largest esports clubs (10+ years).
- **Strategic Leadership:** Fostered a culture of excellence, driving the club's growth and brand recognition across the region.
  - **Team Management:** Oversaw all daily operations, including logistics, staff recruitment, and contract negotiations.
  - **Competitive Excellence:** Led the team to victory in the Northern League of Legends Championship, becoming the first Norwegian team to qualify for the prestigious EU Masters.
  - **Commercial Growth:** Cultivated strategic partnerships and secured sponsorships to drive significant revenue growth.

Dec 2024 – **Customer Relations Manager & Social Media, Felgteknikk Norge AS**

- Jun 2025
  - Developed and executed social media strategies to enhance brand presence.
  - Managed customer relationships to foster brand loyalty and drive engagement.

May 2023 – **Senior Product Manager, ESL FACEIT Group - EFG, Riyadh Region, Saudi Arabia**

- Mar 2024 Contributed to the Gamers8 project and Esports World Cup, managing large-scale tournament ecosystems.
- Assisted in developing project vision and strategy for multi-week esports festivals.
  - Collaborated with cross-departmental teams to organize online competitions and optimize event execution.
  - Utilized data analysis to inform product development within the Gamers8 ecosystem.

- Dec 2021 – **Paid Search Coordinator**, *s360*, Moss  
May 2023 Specialist at an award-winning performance marketing agency.
  - Managed a diverse client portfolio, including **Toyota Norway**, focusing on increasing website traffic.
  - Delivered strong Return on Ad Spend (ROAS) through data-driven campaign optimization.
  - Contributed to a team recognized by multiple European Search Awards.

Sep 2020 – **Market Manager**, *Microsoft*, Oslo  
Dec 2021
  - Oversaw operations for over 30 retail stores.
  - Developed marketing strategies and consistently exceeded sales targets.

Jan 2020 – **Retail Management Specialist**, *Sennheiser*, Oslo  
Apr 2020 Focused on retail operations and brand representation.

Aug 2019 – **Esports Coach**, *Frederik II Upper Secondary School*, Fredrikstad  
Sep 2020 Coached competitive esports teams within an educational framework.

Mar 2017 – **Part-time Employee**, *Telenor*  
Mar 2019

Feb 2014 – **Sales Associate**, *POWER Norge AS*, Fredrikstad  
Mar 2017

## Education

- 2014 – 2017 **Bachelor in Information Systems**, Østfold University College (*HiØ*)  
2012 – 2014 **Upper Secondary School**, *St. Olav Videregående skole*  
Focus: Economics, Media, and Information Technology (International English)

## Key Skills

- Core Marketing, Esports Management, Strategic Partnerships, Product Management, Retail Management, Paid Search (SEM), Leadership
- Languages Kurdish (Native/Bilingual), Norwegian (Native/Bilingual), English (Native/Bilingual), German (Limited), Arabic (Limited)