Ruhallah Mayar

    Hamburg, 22111 Germany

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**Professional Summary**

Results-driven professional with 7+ years of international experience in project coordination, quality assurance, CRM systems, and digital marketing. Proven ability to lead cross-functional teams, improve operational efficiency, and deliver data-driven insights in fast-paced environments. Adept in managing client relationships, streamlining digital processes, and aligning business goals with technology. Recognized for reliability, initiative, and high-quality outcomes.

**Accomplishments**

* **Process Automation** – Reduced manual workload and improved CRM data accuracy by 60% through strategic process automation and digital workflow design.
* **Project Leadership** – Coordinated cross-team projects involving marketing, sales, and IT; implemented performance tracking systems that enhanced team accountability and output.
* **B2B Client Success** – Onboarded and supported 50+ enterprise partners, improving adoption rates and reducing technical issues by 40%.
* **Marketing Performance** – Developed and launched targeted ad campaigns (Meta, content funnels) that increased seasonal engagement and conversions.
* **Quality Assurance** – Improved reporting accuracy and vendor compliance on regional research projects across South Asia, enhancing service reliability.

**Work History**

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| 09/2023 to Current | B2B Sales & Marketing Manager  Skyworld GmbH – Hamburg, Germany   * Managed sales operations and partner onboarding across multiple agency accounts. * Developed and executed digital marketing campaigns to drive customer engagement. * Oversaw technical issues with booking portals, liaising between IT and sales teams. * Delivered internal training, optimized workflows, and maintained CRM integrity.   **Key Skills:** CRM management · Cross-functional coordination · Digital campaigns · Technical operations |

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| 01/2022 to 08/2022 | Senior Quality Control Analyst  NielsenIQ – Dubai, United Arab Emirates   * Led QA efforts for research projects across South Asia markets. * Analyzed data sets, conducted audits, and ensured alignment with global standards. * Provided insights to leadership and improved vendor performance.   **Key Skills:** Quality assurance · ISO compliance · Vendor monitoring · Reporting |

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| 12/2020 to 01/2022 | CRM Coordinator  CEC Global Services – Dubai, United Arab Emirates   * Managed customer databases, pipelines, and client follow-ups. * Supported high-net-worth clients with investment tools and platform guidance. * Drove compliance and improved response rates through CRM best practices.   **Key Skills:** Client engagement · CRM systems · Compliance · Sales coordination |

**Education**

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| 08/2024 | Full Stack Web & App Development  WBS Coding School – Weiterbildung - Berlin, Germany |

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| 08/2018 | BBA: Business Management  Kardan University – Undergraduate Degree - Kabul, AFG |

**Skills**

**Project & Operation Management**

* Workflow Optimization
* Stakeholder Coordination
* Agile Support

**Sales & CRM Management**

* Salesforce, Zoho, Customer CRMs
* B2B Sales Coordination

**Digital Marketing & Branding**

* Meta Ads Manager
* Social Content Strategy
* Performance Analytics

**Quality & Data Assurance**

* QA Reviews & Audit Compliance
* KPI Reporting

**Technical Tools & System**

* Microsoft Office 365
* Google Workspace
* Basic HTML, CSS
* CMS & Web Admin

**Certifications**

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|  | * Google – *Technical Support Fundamentals* * LinkedIn Learning – *Diversity & Inclusion in Global Enterprise* * LinkedIn Learning – *Customer Service Strategies* |

**Languages**

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| English    Bilingual or Proficient (C2) |  | German    Intermediate (B1) |
| Persian    Bilingual or Proficient (C2) |  | Urdu    Upper intermediate (B2) |