



ABDOULIE NJIE

INFORMATION TECHNOLOGY OFFICER

PROFESSIONAL SUMMARY

A versatile professional with a strong background in Information Technology Support and Marketing Communications. Over 8 years of experience providing technical support, troubleshooting, and IT solutions for various organizations. Additionally, skilled in crafting and executing marketing strategies, content creation, and digital communication campaigns. Strong analytical skills with the ability to bridge the gap between technology and user needs while driving brand awareness and engagement.

INFO

Nationality: The Gambia

Marriage : Single

**Phone: +97154 796 2943
+971 50 857 9044**

Current location: Dubai

HOBBIIE

Reading & Writing

Traveling

Praying

Social Activity

Sports

LANGUAGE

English Language

Education

Bachelor of Science in Information Technology

Christ university – Bangalore, India

Bachelor of Arts in Marketing and Communications

The Gambia University – Banjul, The Gambia

Quantum Net of Technology

The Gambia- Banjul, The Gambia

• Skills

- ◆ Information Technology Support:
- ◆ Troubleshooting hardware and software issues
- ◆ Network configuration and management
- ◆ Remote IT support and on-site assistance
- ◆ IT helpdesk management
- ◆ Operating systems: Windows, macOS, Linux
- ◆ Software installation and updates
- ◆ Security protocols and data backup solutions
- ◆ Database management and user access control

• Networking

- ◆ LAN/WAN setup and troubleshooting
- ◆ Router, switch, and firewall configuration
- ◆ VPN setup and maintenance
- ◆ Network monitoring and performance optimization
- ◆ Network security (firewalls, encryption, antivirus)
- ◆ Cloud services (AWS, Azure, Google Cloud)

• Marketing

- ◆ Digital marketing strategy development
- ◆ SEO/SEM and social media marketing
- ◆ Content creation and marketing automation tools
- ◆ Email marketing (Mailchimp, Constant Contact)
- ◆ Analytics and reporting (Google Analytics, HubSpot)
- ◆ Campaign execution and optimization
- ◆ Brand management and customer engagement

◆ Soft Skills

- ◆ Problem-solving and critical thinking
- ◆ Effective communication and customer service
- ◆ Project management and time management
- ◆ Team collaboration and leadership
- ◆ Client relationship management

Core Competencies

Information Technology Support: Network Troubleshooting, Hardware/Software Support, System Administration, IT Solutions, End-User Training, Database Management, Cloud Solutions, Technical

Documentation

Marketing & Communications: Digital Marketing, Content Creation, SEO, Social Media Management, Campaign Execution, Brand Strategy, Public Relations, Email Marketing, Copywriting, Graphic Design

Tools & Platforms

Microsoft Office Suite, Google Workspace, ITSM Software (ServiceNow), CMS (WordPress, Shopify), Adobe Creative Suite, Hootsuite, Google Analytics, CRM (HubSpot, Salesforce)

Professional Experience

IT Support Specialist

- Provide first-line and second-line technical support for end-users, resolving issues related to hardware, software, and networking.
- Install, configure, and maintain company software and hardware, ensuring system reliability.
- Collaborate with external vendors and internal departments to resolve complex technical issues.
- Manage user accounts, permissions, and system configurations in Active Directory.
- Conduct user training to enhance tech adoption and troubleshoot common issues.
- Monitor, document, and escalate service requests via ITSM tools (ServiceNow).
- Perform routine backups, restore data, and handle disaster recovery processes.

Marketing & Communications Manager

- Develop and implement digital marketing strategies to increase online engagement and brand visibility across various platforms.
- Manage social media campaigns and coordinate content marketing efforts, driving audience growth and increasing sales by 94%.
- Oversee email marketing initiatives, creating compelling copy and analyzing performance metrics to optimize results.
- Lead content creation efforts, including blog posts, newsletters, and marketing collateral.
- Use SEO and SEM strategies to enhance web traffic, improving organic search rankings by 85%.
- Coordinate public relations efforts, including press releases and media outreach, to strengthen the company's image.
- Collaborate with internal teams to create marketing collateral and ensure brand consistency across all channels.

IT Support Technician

- Provided technical support to staff and customers, ensuring timely resolution of hardware, software, and network issues.
- Assisted in setting up and maintaining servers, routers, and other infrastructure to support business operations.
- Participated in regular system updates, troubleshooting, and patch management.
- Supported IT project rollouts, ensuring seamless integration and user adoption.

Marketing Coordinator

- Assisted in planning and executing marketing campaigns, resulting in a 95% increase in customer engagement.
- Managed the production and distribution of promotional materials, including flyers, banners, and social media graphics.
- Monitored and analyzed marketing performance, adjusting strategies for improved effectiveness.
- Coordinated with external agencies and vendors to execute marketing initiatives.

Real Estate Marketing for 2 years Now

- ❖ Responsible for admin, advertising, marketing, list and sell homes, manage rental /sale properties.
- ❖ Planned and executed events and marketing programs, producing the target number of qualified leads.
- ❖ Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns properties.
- ❖ Preparing documents such as representation contracts, purchase agreements, closing statements, deeds, and leases.
- ❖ Held position of team leader which included motivating and supporting an assigned number of agents.
- ❖ Promoting sales of properties through advertisements, open houses, and participation in multiple listing services.
- ❖ Matched purchase orders with invoices and recorded the necessary information.
- ❖ Developed annual operating budgets and forecasts, as well as sales and marketing plans.
- ❖ Verified that all customer enquires were handled promptly and appropriately.
- ❖ Building relationships and providing excellent customer service throughout the entire process.
- ❖ Counseled clients on residential markets and guided them through the home buying/selling process.

Technical Skills

- Operating Systems: Windows, macOS, Linux
- Networking: TCP/IP, DNS, DHCP, VPNs
- Software & Tools: Office 365, ServiceNow, Remote Desktop, Active Directory, SharePoint, GitHub, Adobe Photoshop, Illustrator
- Web Technologies: HTML, CSS, WordPress, Google Analytics
- Email Marketing Tools: Mailchimp, HubSpot, Constant Contact
- Social Media Platforms: LinkedIn, Twitter, Facebook, Instagram
- IT Support: Windows Server, Active Directory, Office 365, remote desktop software
- Software: Microsoft Office Suite, Salesforce, HubSpot, Google Ads, Adobe Creative Suite