

## PERSONAL INFORMATION

## Anwar Mohammed Osman Ahmed

-  Abu Dhabi, UAE
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Sex Male | Date of birth 1 January 1987



## Professional Summary

Expert marketing professional with 10 years of executive experience. Skilled at creating campaigns centered around consumer education on product use. Persuasive communicator who is confident in presenting marketing objectives to corporate stakeholders and potential investors. Passionate leader who is able to motivate team and departmental members to collaborate around common goals.

## Technical Skills

- Confident communication and persuasive presentation skills for effective formatting, delivery, and closing of critical demonstrations. -Skilled in using strategy to carefully coordinate campaigns for optimal product release and consumer advertisement.
- Expert leadership abilities to motivate, energize, and unite team members around a central cause.
- Commendable time management, organizational skills, and consistency to deliver marketing outcomes that exceed corporate expectations.
- Vigilant and wise money management to ensure optimal use of funds on all marketing projects.
- Confident in using research and analysis to understand how trends, competitors, consumer requirements, and seasonal market volatility will affect campaign efforts.
- Proficient understanding of social media and its role in building brand awareness and garnering positive media publicity.

## Working Skills

- 1 January 2016 – 1 October 2019 **Senior Marketing Strategist – Bench Mark Company (Sudan)**
  - Led presentations to the company's board of directors in regards to marketing budgets, campaign ideas, and upcoming product developments.
  - Assisted in the development and growth of the company's social media platform and nearly doubled sales resulting from online advertisements.
- 1 August 2012 – 1 December 2015 **Marketing Representative – Bench Mark Company (Sudan)**
  - Plan and complete field marketing campaigns after conducting preliminary research.
  - Develop robust knowledge of all product lines/services
  - Produce various literature, signage, merchandise, and other materials to be used at field marketing events
  - Maintain relationships with third-party vendors and venues
  - Attend relevant trade shows and events
  - Monitor industry trends and competitor activities
  - Manage social media activity surrounding field marketing campaigns

## EDUCATION AND TRAINING

2008 – 2013 **B.Sc. in Education and Science – Mathematics and Physics**

## TRAINING

Online Marketing and Social Media.  
Samsung Mobile Marketing.  
Huawei Mobile Marketing.  
Computer Application and Outlook  
Questionnaires Marketing Courses.

## PERSONAL SKILLS

Mother tongue(s) Arabic

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B1	B1	B1	C2	B1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2: Proficient user

## Computer Skills

- Experience with most Microsoft Office programs (Word, Excel and PowerPoint).
- Experience in Using Internet for Advanced Search and Using E-mail.

## Communication Skills

- Excellent presentation and negotiation skills.
- Excellent written and verbal communication skills.