

CURRICULUM VITAE

PERSONAL DETAILS

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OBJECTIVE

To hold a position that fits my competencies.

EXPERIENCES

Digital Marketing

As currently holding the position of Senior Manager of Paid Ads in Raqtan Group I can say that I have covered all the areas of digital marketing starting from the Paid ads, email marketing, social media marketing and video marketing.

eCommerce:

As Manager eCommerce New Services in Gulf Air, I am responsible for implementing any new service on gulfair.com. This means dealing in detail with the latest eCommerce trends in the market. Beside that I am handling the social media channels and the online marketing aspects (working with 3rd party vendors).

Project management:

As a project leader I have been managing many web projects in my previous job in ePromoseven and in my current position. In most of these projects I was in close contact with the customers' project management and project group - including end-users. A crucial part of the management has been to enhance the performance ways we develop the project, give each team member the task that fits his capabilities and to be a direct part of the actual website or multimedia development team.

Training:

As a **CBT Specialist (CTP (CIPD) certified)** in the training department, my main rule is to design and develop instructional courses for Gulf Air (Pilots, Engineers and Cabin Crew). Analyzing training needs and training development is a part of my everyday life.

Website & software development:

Web development is something I practice almost every day.

I have been a web developer on a lot of projects and have been part of building Bahrain Stock Exchange Portal was one of my best achievements in my web development career. I'm a true believer in standards and would always try to find new ways that can enforce

the use of these standards (e.g. design patterns or tools). Building or using utilities and tools that can help in making better website or software has always been one of my main interests

Graphics & Multimedia

Graphic design was always a main part in my career. When ever I am developing a multimedia project or a website I have to start with computer graphics using Photoshop,Freehand ... etc. Add to that, I have always worked in graphic design environments and I

Have an experience with most of the AD Agencies in Bahrain (Promoseven, Vahid-Contexture, JWT, MEMAC, Visuals, Med-In-A, Artograph, Muharraqi-Studios .. etc)

WORK EXPERIENCE

Senior Manager Paid Ads

06-2009 - Present Gulf Air

- Manage all paid ads accounts on Google, Facebook and SnapChat.
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Manger eCommerce New Services

09-2019 - Present Raqtan Group

Position duties:

- Manage all paid ads accounts on Google, Facebook and
- Prepare research and studies about any new suggested ecommerce service.
- Manage different Social Media channels.
- Manager Digital Marketing Aspects.
- *Manage and monitor all the services on gulfair.com*
- Manage the implementation of any new service on gulfair.com
- Prepare research and studies about any new suggested ecommerce service.
- Manage all the ancillaries on gulfair.com
- Manage gulfair.com content

CBT Specialist

08-2003 - Sep 2019 *Gulf Air*

Position duties:

- Manage Training Projects (Analyze the training needs, develop and implement training courses)
- Design, develop and implement eLearning (web-based) solutions.
- Design and develop multimedia courses for the Cabin Crew, Engineers and Pilots.
- Update the existing SEP courses for the Safety School.
- Administrate and troubleshoot the CBT network and workstations.

WEBMASTER

01-2000 – 08-2003 *ePromoseven*

Position duties:

- Design, develop and maintain websites.
- Manage the new projects until they are web born.
- Develop Multimedia Presentations and animated advertisements.
- The company and the clients database administration.
- The company network and system administration.
- Hardware and software installation.

EDUCATION

B.Sc. Physics - Computer Science

1995-2000 *University of Bahrain*

Kingdom of Bahrain

High School Certificate (Science Path)

1992-1995 *East Riffa Secondary School*

Kingdom of Bahrain

KNOWLEDGE & SKILLS

Airline Solutions:

- Sabre Reservation System.
- Sabre ACSI (Check-in system)
- Amadeus check-in system RTB-DCS.

Technologies:

- Markup Languages (HTML (using Dreamweaver), DHTML, XML).
- Sabre reservation system, Amadeus DCS-RTB, Sabre ACSI.
- Internet Authoring and Scripting (ASP, PHP, VBScript and JavaScript/JScript).
- Databases (Oracle 9i, mySQL , MS-SQL and MS-Access).
- Programming Languages (VB .NET, C++, C, Visual Basic and Pascal).
- Networking knowledge (Routers, switches, wireless networking).

Multimedia & Graphics:

- 2D animation & presentation (Flash, Flash action script, Tool Book).
- 3d animation (3D Studio MAX 8).
- Graphics & Photo Editing (Photoshop, Illustrator, Freehand MX).
- Publishing (InDesign, Quark Xpress).
- Video Editing (Adobe Premier, Adobe Aftereffect).
- Audio Editing (Cool Edit).

COURSES

CIPD – Certificate of Training Practice
09-2007

Adobe MAX event, Europe
10-2007

3D Studio Max 7
04-2005 – 08-2005 *ECOM*

MS SharePoint Portal Boot Camp
02-2005 *BIT*

.Net Boot Camp
10-2001 *BIT*

Oracle 9i DBA certificate
09-2002 -- 12-2002 *MIT*

Java eCommerce Specialist
08-2000 – 08-2001 *MIT*