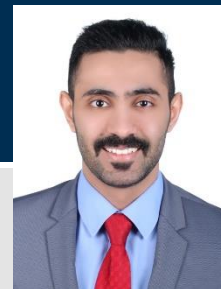


MOHAMED AL BANNA

DIGITAL MARKETING STRATEGIST



CAREER OBJECTIVE

Extremely motivated to constantly develop my skills and grow professionally through learning opportunities. I am confident in my ability to build full marketing campaigns and present implementable business solutions to any client.

PERSONAL INFO



House 517,
Road 3621, Block 236
Muharraq



Kingdom of Bahrain.



13 JUN 1994

CONTACT



Mohamed.albanna13@gmail.com



+973 33699637



[/Mohamed Al Banna](#)

EDUCATION

Bahrain Polytechnic Bachelor of business (Marketing)

AUG 2014 – JUN 2020

- Was part of a problem based learning style where providing practical, dynamic, and creative solutions to real life projects was an integral part to pass each course.

Muharraq Secondary Boys School (High School) - Bahrain

JUN 2009 – JUN 2012

- Secondary school certificate.

MAJOR PROJECTS DELIVERED

Client: Capital Mall (University Project)

SEP 2019 – JAN 2020

Role: Marketing Strategist

Main Accomplishments:

- Carried out in depth primary and secondary research focused on consumer behavior and perspectives of the target market.
- Developed social media content and created an integrated marketing campaign.
- Successfully increased the mall's sales by 8% following the implementation of the proposed solutions by 3 months.

Client: Al-Kindi Hospital (University Project)

AUG 2018 – JAN 2019

Role: Digital Marketing Manager

Main Accomplishments:

- Developed a marketing plan and strategy that helped re-position the hospital and differentiate it from competitors.
- Developed a fully fledged communications plan that showcases all the online and offline promotional media.
- Carried out in depth primary and secondary research to identify gaps in the healthcare industry.
- Solutions presented to the client increased the levels of patient satisfaction, target market awareness and retention rates.

REFERENCES

Tijjay Mitchell,
Higher Education Faculty
Business School
Bahrain Polytechnic
Tel: +973 36363993
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Darren Morris,
Program Manager of Marketing
Business School
Bahrain Polytechnic
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INTERNSHIP OPPURTUNTIES

Investcorp
JUN 2017 – AUG 2017
Role: Intern in Placement & Relationship Management
Main tasks:

- Develop a competitors landscape matrix.
- Conduct market research.
- Match clients with prospect deals.

Achievements & Awards

Professional Member of The Digital Marketing Association(MDigMA)
JUN 2020

Hootsuite Platform Certificate
AUG 2018

Mashroo3i Business Innovation Program - Finalist
AUG 2017
Investcorp's Student Innovation Competition - Second Place
FEB 2017

TECHNICAL SKILLS

MS Office applications	● ● ● ● ●
Social Media Marketing	● ● ● ● ●
Google Analytics	● ● ● ● ○

INTERPERSONAL SKILLS

Leadership	● ● ● ● ●
Communication	● ● ● ● ●
Creative-thinking	● ● ● ● ●
Teamwork	● ● ● ● ●

LANGUAGES

ARABIC	● ● ● ● ●
ENGLISH	● ● ● ● ●

PERSONAL INTERESTS

Team Sports (Football)

Reading

Resistance Training