

MOHAMMED AHMED MUKHTAR

EXPERIENTIAL MARKETING & DATA SPECIALIST
| INNOVATOR | LEARNING ENTREPRENEUR

PROFILE

I'm 27 years old with experience in Both **public and private sectors** dedicated more than 10 years in Event Planning, Data Management, Report Generation, Experiential Marketing and Innovating Interactive Products and services for local and international clients.

CONTACT

+973 37211721

ahmedmukhtarm@gmail.com

PERSONAL SKILLS

- Social Media Management ● ● ● ● ●
- Attentive & Versatile ● ● ● ● ●
- Leadership ● ● ● ● ●
- Multi-tasking ● ● ● ● ●
- Adaptability ● ● ● ● ●
- Communication ● ● ● ● ●
- Problem Solving ● ● ● ● ●
- Team Work ● ● ● ● ●
- Customer Service ● ● ● ● ●
- Self learner ● ● ● ● ●

LANGUAGES

- English ● ● ● ● ●
- Arabic ● ● ● ● ●
- Hindi ● ● ● ● ●
- Urdu ● ● ● ● ●

EDUCATION & CERTIFICATIONS

- **High School, Indian School Bahrain -2010**

Information Practices and Information Technology

- **UNDERGRADUATE, UNIVERSITY OF BAHRAIN, 2010-2012 (Discontinued)**
- **UNDERGRADUATE, OPEN UNIVERSITY, 2014-2015 - (DISCONTINUED)**

Information System (ITIS)

- **INTERNATIONAL CRICKET COUNCIL, 2016**

Certified Level 1 Coaching

- **HISTORY OF CORPORATE FINANCE (CERTIFICATION)**

Financial markets, risk, bubbles, mergers, and acquisitions

- **AFFILIATE MARKETING (CERTIFICATION)**

Traffic generation and Product Selling

- **EVENT PLANNING AND MANAGEMENT (CERTIFICATION)**

By Jill McCullough, MBA

Sponsorship, Vendors, Volunteers, Marketing, Operations & Design as it pertains to special events

- **DIGITAL MARKETING (CERTIFICATION) (PURSUING)**

SEO, YouTube Marketing, Facebook Marketing, Google Ad words, Google Analytics, SMM, App Marketing.

USER EXPERIENCE DESIGN XD UI UX (CERTIFICATION)

practical and effective User Experience (UX) and User Interface (UI) designs.

BUSINESS BRANDING AND MARKETING (CERTIFICATION)

- business branding techniques and marketing strategies

EXPERIENCE



GALLURE IDEAS & INSIGHTS (2009-2011)

- Brand promoter and activation specialist
- Sales and marketing



WAL & MO PROMOTERS AND STUDIOS (2011-2014)

- Co-Founder
- Handling & Directing promotions and brand activation



SHARAF DG (2010)

- Salesman - Camera & Accessories
- Camera & Accessories consultant



SIMPLY CASTING EVENTS (2010 Dedicated Project)

- Brand activation
- Sales & Marketing



D30 PRODUCTIONS (2010-2011 Dedicated Project)

- Marketing & Production supervisor



CUSTOMS AFFAIRS, KINGDOM OF BAHRAIN (2012-2017)

Technical Specialist, World Customs Organization Representative

- Data Entry, Technical specialist and Secretary to the Director of information (intelligence) and investigation department.
- Annual Report development and publication
- Data Analysis, cases and seizures .management.
- Verified User by **Customs Enforcement Network**.
- **CEN** , gathering data and information for intelligence purposes.
- consulting various enforcement-related publications such as alerts, analytical reports and informational bulletins.
- Translating English - Arabic and vice versa.
- Worked for international virtual and **joint operations**.
- On field port - port reporting and training new recruits in the department.
- Worked in collaboration with Operations, Execution, Follow-up, Risk Management and Public Relation Department.
- Worked as front line follow up official for private shipping agencies for approval and notification purpose.
- Worked as commodity verification in charge in collaboration with **National Health Regulatory Authority**.
- Assisting in prevention of illegal trade, smuggling, trafficking of endangered animals with risk management department.
- Worked with Port officers in preparation of statements and interrogations.
- Worked as **Certified Customs Clearance official** at times of shortage of private clearing agencies.
- Point of contact for worldwide **Regional Intelligence and Liaison offices - RILO**.
- **WCO Certified Risk Management** from Bahrain Customs.
- Analyzing data fed into Customs Enforcement Network (**Trained under Customs Department of Riyadh**).

BARCODE CREATIVE AGENCY, BAHRAIN

(2017-CURRENT)

Founder, Experiential Marketing Specialist

- Working on projects and events from scratch consisting of planning, production and execution.
- Collaborate with creative, content and technical teams to deliver the highest quality experiences.
- creative seed ideas for experiences based on marketing strategy, messaging and program objectives.
- Writing conceptual content, drive presentation development and present.
- Detailed budget analysis and ROI modeling; deep diving into consumer behavior and brand awareness.
- ensuring programs are properly budgeted, estimated, and scheduled
- Significant knowledge of all aspects on experiential marketing including cutting edge techniques to engage and excite the consumer.
- Communicating with team on scheduling of project.
- Student of consumer of trends, competitors and cultures.
- Listen, Learn and mine insights that direct the brand into amazing places.
- Collaborate with the communications team to create content for event.
- Co-creates sponsor packages with Vice President, Special Events & Sponsorship
- Manages and trains internal and external event volunteers before and on the day of the event
- Negotiates with venues, consultants and vendors to secure rates that enhance budgets
- Providing event management training to and oversight of other event staff, interns, and volunteers to maximize productivity and efficiency
- Develops concepts, themes and formats and manages the execution of other major events for the organization that engage supporters, increase brand awareness and grow revenue

WORKED WITH MORE THAN 100 BRANDS AND THESE ARE SOME OF THE FAMOUS ONES:



ACHIEVEMENTS & HONOURS



- **Guinness World Record - HAJJ HACKATHON (2018)**

Saudi Arabia Hajj Hackathon organized by the Saudi Federation for Cybersecurity, Programming and Drones in Jeddah, has broken the Guinness World Record in terms of the number of participants topping 2,950 from over 100 countries. It was an honor to be a participant from Bahrain.



- **Bahrain Football Association Recognition (2019)**

Being one of the entertainment service provider for Bahrain Football Association post gulf cup was an honour and receiving certificate of appreciation from the President of BFA.



- **Centenary of Bahrain's Formal Education (2019)**

Under the patronage of his H.E. Dr. Majid Al Nuaimi, Minister of Education, Me and my team participated in a key conference celebrating the centenary of Bahrain's formal education at the ART Rotana Hotel in Amwaj Islands.



- **The Regional Intelligence Liaison Office for Eastern and Central Europe (RILO ECE) (2014)**

Certification of appreciation and honour presented by the head of The Regional Intelligence Liaison Office for Eastern and Central Europe (RILO ECE) for participating as a delegate and representing Bahrain in the RILO European Region.

- **WCO RISK MANAGEMENT APPRECIATION (2014)**

certificate Awarded by the WORLD CUSTOMS ORGANIZATION for successful participation in the RISK MANAGEMENT WORKSHOP held by the official of Netherlands customs. The Certificate is signed and verified by **WCO Secretary General Mr. Kunio Mikuriya.**

**OFFICIAL
REPRESENTATIONS**



- **Belgium, Brussels, 2014**

Represented the Customs Affairs of The Kingdom of Bahrain along with the Director of Customs Information and investigations at the WCO OMD CONFERENCE.

- **Hungary, Budapest, 2014**

Represented the Customs Affairs of the Kingdom of Bahrain along with the Director of Customs Information and investigations at the Regional Intelligence Liaison Office for Eastern and Central Europe.

- **Saudia Arabia, Riyadh , 2015**

Represented the Customs Affairs of The Kingdom of Bahrain for performance, Team Building and Training.

- **Saudia Arabia, Jeddah , 2018**

Represented Barcode Creative Agency and one of the Shortlisted participants from the Kingdom for Hajj Hackathon 2018.

- **India, Delhi, 2019**

Represented Barcode Creative Agency as an official Participant and Exhibitor from the Kingdom of Bahrain at the IHGF DELHI 2019.

SKILLS

- Illustrator ● ● ● ● ●
- Photoshop ● ● ● ● ●
- Premiere ● ● ● ● ●
- Presentations ● ● ● ● ●
- Microsoft Office ● ● ● ● ●
- Photography ● ● ● ● ●
- Product Knowledge ● ● ● ● ●
- System Troubleshooting ● ● ● ● ●

I look forward to an opportunity to discuss the position and what I can do for your Organization. Thank you for your time in reviewing my resume.