



WASIM MAHMOUD AL KAFARNEH

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Objective:

To actively develop a career path of continuous improvement, aiming towards productive self-actualization. Acquiring knowledge and experience through taking part in various activities that would allow me to use my different skills, benefiting the organization and its stakeholders.

Education:

BA OF BUSINESS & ECONOMICS • 2014 - 2018 • QATAR UNIVERSITY

Major: **Management**
Minor: **Marketing**

Workshops & Certifications:

PROFESSIONAL CERTIFICATE IN DIGITAL MARKETING LVL4 • 2023 - 2024 • EXCELLENCE TRAINING CENTER (QATAR)

2-Months Digital Marketing program obtaining a certification from othm qualifications in UK.

DUBBING IN ARABIC WORKSHOP • 2022 • MIND SHIFT (UAE)

4-Day online workshop on Arabic dubbing theory and practice, correct language, and execution.

PROFESSIONAL VOICE OVER WORKSHOP • 2021 • MIND SHIFT (UAE)

3-Day online workshop for 6 hours/day about professional voice over techniques and development.

DESTINATION LEADERSHIP MANAGEMENT TRAINING • 2019 • HYATT REGENCY ORYX DOHA (QATAR)

5-Day workshop on managerial skills beneficial to enhancing attraction to the product.

SALES EXCELLENCE WORKSHOP • 2019 • AQEDINA SALES CAPABILITY BUILDING (QATAR)

2-Day workshop on sales capability & abilities building.

Professional Experience:

SENIOR DIGITAL MARKETING SPECIALIST • AL SHAREEF HOLDING • OCT 2021 – PRESENT

- Led a 2024 Ramadan Iftar Meals CSR initiative in cooperation with Qatar Charity.
- Formed **2024 marketing strategy and budget** for the holding company members.
- Acquired **Instagram Verification "Blue Badge"** for the account (@abrajbay).
- Contributed to the acquiring of an **additional award** at the (International Property Awards 2023).
- Contributed to the acquiring of **two five-star awards** at the (International Property Awards 2022).
- Formed **2023 marketing strategy and budget** for the holding company members.
- Managing events** from A to Z including **events calendar, event planning, advertising, and execution.**
- Planning, organizing of activities** in **mini-Fan Zones during WC2022** period for over **3,000 tenants.**
- Liaising with **suppliers for technical execution of event necessities.**
- Coverage of events** and activities held group level.
- Handling **PR & CSR** planning and execution in coordination with press & media.
- Liaising with **government entities** to organize **joint events, CSR and PR** related activities.
- Planned and organized** a blood donation event 2 times in a row in **cooperation with HMC.**
- Formed **2022 marketing strategy and budget** for the holding company members.
- Leading the marketing** department strategically under of Head of Commercial.
- Working on **rebranding and relaunching** Al Shareef Holding as a new face to the market.
- Outlined the implementation plans for the **marketing strategy** of the rebranding stage.
- Coordination with **external and internal stakeholders** regarding marketing materials.
- Digital marketing** campaigns **planning/design and execution.**
- Creative content **planning and brainstorming** within the marketing team.
- Proofreading and approval** of creative content provided by the graphic designer.
- Creative **content writing, videography, and video editing.**
- Community** management, **brand image** management and lead generation.



MARKETING SPECIALIST • TANWEEN RESIDENCES • SEP 2020 – SEP 2021

- Formed **2021 marketing strategy** and budgeting for the company.
- Formed **2021 corporate sales strategy** and pricing structure proposal for the company.
- Outlined the **implementation plans** for both marketing and corporate sales strategies.
- Coordination with **suppliers and agencies** regarding marketing materials.
- Digital marketing** campaigns **planning and execution**.
- Creative content planning and creation.
- Corporate leads generation.

SALES EXECUTIVE • ORYX ROTANA HOTEL (HYATT REGENCY ORYX DOHA NOW) • MAR 2019 – SEPT 2020

- Contributed to increasing corporate sales.
- In charge of **government, sports, automobile, pharma, f&b, and education** segments.
- Achieving sales target for multiple consecutive months of employment.
- Selling hotel rooms and bringing in leads for corporate and group bookings.
- Assisting events team and bringing in leads.
- Coming up with new promotions to help increase traffic to hotel room bookings.

Volunteering & Leadership Experience:	Position	Responsibilities	Date
<input type="checkbox"/> Geekdom – Annual Event	(Organizer)	The Karaoke Stage Show	2024
<input type="checkbox"/> Geekdom – Geekend Event	(Organizer)	The Karaoke Room	2023
<input type="checkbox"/> Ajyal Youth Film Festival	(Organizer)	The Karaoke Room	2022
<input type="checkbox"/> Ajyal Youth Film Festival	(Organizer)	Ajyal Tunes Performance	2020
<input type="checkbox"/> Ajyal Youth Film Festival	(Organizer)	Ajyal Tunes Performance	2019
<input type="checkbox"/> Rotana Ramadan CSR Activity	(Volunteer)	Logistics	2018
<input type="checkbox"/> Empower 10 th Annual Youth Conference	(Organizer)	Conducting Interviews	2018
<input type="checkbox"/> Qatar University Employer Recognition	(Organizer)	Stage Coordinator	2017
<input type="checkbox"/> Ajyal Youth Film Festival	(Organizer)	Venue Visitors Support	2017
<input type="checkbox"/> Qatar Cancer Society-AVC	(Participant)	Content Creation	2017
<input type="checkbox"/> Empower 9 th Annual Youth Conference	(Organizer)	Conducting Interviews	2017
<input type="checkbox"/> Qatar University Employer Recognition	(Organizer)	Stage Coordinator	2016
<input type="checkbox"/> Ajyal Youth Film Festival	(Organizer)	Venue Visitors Support	2016
<input type="checkbox"/> Empower 8 th Annual Youth Conference	(Organizer)	Conducting Interviews	2016
<input type="checkbox"/> Qatar University Orientation Day-Fall 2016	(Volunteer)	Guiding New Students	2016
<input type="checkbox"/> ROTA Ramadan 2016 Project	(Volunteer)	Logistics	2016
<input type="checkbox"/> Qatar University Employer Recognition	(Organizer)	Stage Coordinator	2016
<input type="checkbox"/> Qatar University Japanese Club Activities	(Organizer)	Crowd Control	2015-2018
<input type="checkbox"/> Ajyal Youth Film Festival	(Organizer)	Venue Visitors Support	2015
<input type="checkbox"/> World Humanitarian Summit-Qatar	(Organizer)	Guide Participants	2015

Academic Achievements:

- Dean's List of Academic Excellence • QATAR UNIVERSITY.** - Fall 2017
- Dean's List of Academic Excellence • QATAR UNIVERSITY.** - Spring 2017
- Dean's List of Academic Excellence • QATAR UNIVERSITY.** - Fall 2014

Skills:

Languages:

Arabic (Mother Tongue) - English (Fluent/Bilingual) - Spanish (Currently Learning A2) - French (Intermediate Level 3)

Computer Literacy:

Proficient in: Microsoft Word/PowerPoint/Excel | Adobe After Effects / Premiere / Illustrator / Photoshop /Audition / Lightroom | Oracle ERP/Opera ERP/Lanyon RFP/ Yardi ERP/Oasys Payroll System/Hootsuite/Facebook Business Manager/GA4/Snapchat Business/Twitter Business/LinkedIn Business