

Profile

Holds a master's degree in Marketing, a bachelor's degree in MIS and Management, prepared to assume leadership positions at a reputable organisation.

Over five years working experience at the National Bank of Kuwait:

- A track record of successful projects with significant financial impact.
- Highly analytical and able to produce management reports for decision making
- Technically proficient with skills ranging from marketing data mining to systems development
- Accustomed to work in a team environment with solid experience in leadership positions

Professional Experience

National Bank of Kuwait

May 2011 – Present

Project Manager

Manage strategic projects for the Consumer Banking Group

Major Achievements

- Certified and registered as a PRINCE2 project management practitioner.
- Redesign of website as project manager integrating across 3 subsidiaries.
- Launched NBK Mobile Banking application for the National Bank of Kuwait.

National Bank of Kuwait

Sep. 2008 – Present

ATM Channel Manager

Manage the bank's ATM channel to ensure alternative banking facilities for customers.

Major Achievements

- Created a channel strategy aligned and generated circa. \$ 3 million in savings.
- Created new systems to manage and monitor channel performance:
 - Increased cash utilization and reduced idle cash by 60%.
 - Increased ATM channel uptime to 99%.
 - Designed a system for complaints management and claims monitoring.
 - Channel deposit migration increased to 60% by reorganising the ATM network.
 - Visualised network transactions by using Google Maps and customer transaction data.
- Initiated and operated NBK social media efforts including Twitter, Facebook, and Foursquare.
- Launched marketing application for NBK on the iPhone.
- Launched mobile banking application for the National Bank of Kuwait.

National Bank of Kuwait

Project Leader

Jan. 2006 – Sep. 2007

- Completed the implementation of the first drive through ATMs in Gas Stations in Kuwait.
- Completed a project for the first Deposit Machines in Kuwait; achieved 40% deposit migration.

Education

MSc. Marketing

Sep. 2007 – Sep. 2008

The University of Manchester

2:1 with Merit

Independent research thesis entitled "How Virtual Communities can be used for Career Development".

A study of how organisations can leverage social media technologies.

BSc. Business Administration

Jan. 2002 – Jun. 2005

Oregon State University

GPA 3.47

Graduated with a double major in MIS and Management, with a minor in Computer Sciences.

Skills

Professional

- Highly analytical, able to produce meaningful reports for general management decisions.
- Expert social media marketer with successful track record of launching brands online.
- Proven record of leadership initiative in project team environments.
- Record of being able to manage and optimize complex customer facing channels.
- Able to conduct business fluently in Arabic and English. Has a basic command of Japanese.

Technical

- Skilled in information systems, able to develop systems to optimize business operations.
- A track record of successful system implementations in PHP, MySQL, XHTML, JavaScript, CSS.
- Proficient in Microsoft Office Excel, Access, Powerpoint, and Word.
- Expertise in social media technology integration; Facebook, Twitter, Foursquare, Youtube.
- Proficient use of reporting tools including SPSS, SQL Query Analyser, and Business Objects.

Personal Achievements

Kuwait Paper Dump

2007 – current

Designer, Programmer, Co-founder

Kuwait Paper Dump is a non-profit online archive of paper advertisements. Developed the interface on a WordPress engine. The website is live at www.kuwaitpaperdump.com. In 2010 a mobile interface was developed and launched m.q8pd.com.

Dar al-Athar al-Islamiyyah (DAI) Museum

Jan. 2012

Designer, Programmer

Developed DAI Museum's website on a WordPress engine. The websites consisted of a complete migration to a new server and translating the English website to an Arabic website that integrated together seamlessly. The website is live at www.darmuseum.org.kw

7achy.com

Nov. 2010

Designer

Redesigned and launched a website that serves as a reference for words that have roots in the Kuwaiti dialect. The website is built on a WordPress engine and is live at www.7achy.com. Obtained 2 awards: Kuwait e-Award and the Arab e-Content Award.

Sweet Cravings

Jul. 2010

Designer, Programmer

Designed, programmed, developed and launched the website for a new local bakery. The website is live at www.sweetcravingskw.com.

Hobbies & Interests

Hobbies

- Website development and programming
- Graphic design and drawing
- Health, fitness and exercise

Interests

- Information systems development
- Reading business management theory
- Technology

Personal Information

Marital status Single
Date of Birth 13 May 1985

References

References available upon request.