

ABDULLAH MOHAMMED M ALDEBAS

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Digital Marketing & Analytics ~ Project Management ~ Product Promotion & Engineering

Snapshot: Dynamic & result oriented professional with 7+ years of experience in the field of Digital & e-Services. A distinguished entrepreneur with exposure in setting up and successfully running consultancy services regarding web development, social media management and digital marketing; currently designated as Director – Content & e-Services with Mawhiba, KSA. Seeking challenging assignments in Digital Media with a reputed organization.

- ⇒ Significant exposure in strategy planning, operations management, campaign analysis & optimization, account & budget management.
- ⇒ Well versed in web design, web development, search engine optimization, search engine marketing, social media marketing, email marketing, mobile marketing and various form of digital marketing including data analytics tools and techniques.
- ⇒ Proficient in educational & open source solutions, enterprise portal management, business development, social media , Digital marketing campaign manager.
- ⇒ Proven ability in organizing web, SEO/SEM, marketing database, email, social media and display advertising campaigns, evaluation of end-to-end customer experience across multiple channels and customer touch points.

WORK EXPERIENCE

MAWHIBA, Riyadh, KSA

Director - Content & e-Services Department, May 2013 till date

Achievement:

- ~ Significant contributor in enhancing operational efficiency through effective management of various departments – Content, Development, Customer Service & Digital Media.

Accountabilities:

- ~ Define & implement strategies, standards & guidelines with regards to content development.
- ~ Spearhead activities aimed at enhancement of SEO for the organization.
- ~ Involved in acquisition & deployment of purchase content authoring, development and publishing tools.
- ~ Ensure smooth functioning of operations in coordination with key team members, clients and vendors.
- ~ Maintain updated documentation of contents including graphs, guidelines & policies.
- ~ Focus on development/ management of contents & web projects for the organization including standardized look/feel across the portal.
- ~ Coordinate with cross-departmental team, develop & maintain master content calendar for web properties.
- ~ Involved in copy-editing, proofreading of web content.
- ~ Build & maintain productive business relationship with freelancers including writers, copy-editors and community outreach organizers.
- ~ Evaluate emerging web technologies, monitor & report on MAWHIBA portal metrics.
- ~ Assess site's statistics like user demographics, traffic flow and search engine placement.
- ~ Provide leadership to call center operations and ensure qualitative service delivery in compliance to SLA parameters.
- ~ Increasing Social network followers more than 800% in 7 months and counting.

Shared Technologies , Riyadh, KSA

Co-Founder / CEO , June 2010 till date

Company established to be the best Portal development provider that based on Open source solutions , we build a strong product using the best open source platform (Drupal) and be the first "Acquia" Partner in GCC Countries.

Main Functions and Roles

- ~ Establishing Company Legally and Organizationally.
- ~ Build, develop and motivate a strong Company 5 years Strategy .
- ~ Setting 3 years Business Plan with yearly financial targets and KPI's.
- ~ Create goals and guidelines for the team to insure consistently high-quality deliverable.
- ~ Analyse site and social statistics to fix potential issues and plan for growth & improvements.
- ~ Manage public relations.
- ~ Manage financial activities.

- ~ Business development.
- ~ Lead many web projects.
- ~ Provided several consultation services to private and public organizations.
- ~ Developing Financial & Administrative policies and authorities.
- ~ Operating Company and maintaining clients relationship

KING SAUD UNIVERSITY – ETC, KSA

Jul 2010 – May 2013

Deputy Director - Portal & e-Services Dept. , Jun 2012 – May 2013
(Development Department, Customer Service Department and Social Media)

Accountabilities:

- ~ Spearheaded team efforts in accomplishing business targets.
- ~ Coordinated activities related to development & migration of main portal from MS including SharePoint to open-source Drupal.
- ~ Coordinated with various support teams in developing sub-websites of King Saud University.
- ~ Defined & implemented business process management plan.
- ~ Focused on acquiring ISO Certification for ETC including automation of all services.
- ~ Drafted Request for Proposal (RFP) documents, social media yearly road map, strategy & plans with social media division.
- ~ Provided key inputs in developing (Arabic/English) content of the websites.
- ~ Monitored e-Services of KSU, managed integration between systems.
- ~ Conducted need based training & knowledge sharing sessions for team members based on business requirements.
- ~ Researched and utilized open-source solutions in the organization.

Project Management Team leader – Portal & e-Services Dept., Oct 2011 – Aug 2012

Accountabilities:

- ~ Conducted SWOT analysis of existing projects for implementation of PMI methodology.
- ~ Developed & managed brainstorming and collaboration system.
- ~ Defined employees job descriptions & set-up departmental structure.
- ~ Managed development projects for research chairs portal and sub-websites.
- ~ Functioned as PM & consultant for development of e-portal for Saudi Council of Ministers.
- ~ Worked on PM Tawasul system project (SMS gateway system) including other minor projects related to faculty members' portals and websites.

Projects Manager – Portal & e-Services Dept., Jul 2010 – Oct 2011

Accountabilities:

- ~ Defined & implemented projects processing plan.
- ~ Involved in analysis & documentation of new projects.
- ~ Researched & identified best project & task management system based on department requirements.

MINISTRY OF HIGHER EDUCATION, KSA

UX Specialist – Media Specialist, Aug 2009 – Jul 2010

Accountabilities:

- ~ Involved in development of service manuals and guidelines document for web standards.
- ~ Conducted usability studies for e-services of the ministry.

KING SAUD UNIVERSITY –ETC, KSA

System Analyst - Portal and e-Services Department, Apr 2008 – Aug 2009

Accountabilities:

- ~ Worked on analysis of main portal SEO.
 - ~ Developed publication managing System (Majalis) based on requirements of the university.
 - ~ Defined methodology for developing websites and hosting on MS SharePoint.
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OTHER ASSIGNMENTS

MAWHIBA, Aramco e-Marketing Director - Ibtikar 2013 Expo, Nov 2013 – Dec 2013

Role

- ⇒ Spearheaded team efforts in maximizing footfall at the expo through implementation of various promotional strategies.
- ⇒ Set up strategic partnerships with eminent public figures for enhancing brand awareness.

NABA EDUCATION COMPANY Consultant, Aug 2012 – Apr 2013

Role

- ⇒ Conducted study on systems & electronic transactions (e-learning systems, e-Portals and school management systems as well as Buses GIS control systems) to enable the organization in offering systematic scientific content using advanced electronic tools.

RIYADH TECHNO VALLEY - KSU Business Development Consultant – KDC, Feb 2011 – Jul 2012

Role

- ⇒ Member of the team involved in developing marketing plan, business project management and work flow.
- ⇒ Provided key insights to packaging & pricing of products, and established marketing channels.
- ⇒ Conducted research based on market requirements.

KING ABDULLAH BIN ABDULAZIZ PUBLIC EDUCATION DEVELOPMENT PROJECT Freelance Consultant – Tatwir Project, Jun 2011 – Sep 2011

Role

- ⇒ Member of Consultation Committee on portals and eLearning systems.
- ⇒ Conducted research on expansion of database and maintained updated database.

VOLUNTEER EXPERIENCE & CAUSES

Role

- ⇒ Represented the College of Computer & Information for preparatory year students, King Saud University, 2009.

NAS AIR Support Agent, Jan 2008 – Mar 2008

CREDENTIALS

- ⇒ **Bs.D, (Computer Information System)**, King Saud University – Riyadh, KSA, 2010

PROFESSIONAL DEVELOPMENT

- ⇒ Successful Management for Business Achievement
- ⇒ Training Course in Problem Solving and Decision-Making
- ⇒ SAC Training Center
- ⇒ Search Based Application - Vecsys system - Cloud View

PROFESSIONAL AFFILIATION

- ⇒ Project Management Institute (PMI)
- ⇒ Saudi Association for Media and Communication (SAMC)
- ⇒ Saudi Computer Society

Reference: Available on Request