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Profile

Driven ambitious experienced professional who possess excellent (digital) marketing communication and project management skills along with outstanding client relation abilities. For more information about me kindly visit my digital CV website www.nassermohamud.com

Expertise

Media/Blogger Relations, Social Media for Businesses (*Facebook, Twitter, YouTube, Instagram, LinkedIn*), Social Media Campaign Developer/Monitor (Google Analytics), Email Marketing/Newsletter (MailChimp), Website builder/Maintainer (Wordpress, HTML, Sitecore, CMS) Sales Presentations/Pitch Work, Client Relations, Negotiations, Relationship Maintenance, Lead Generation and Cold Calling, Account Management, Sales and Marketing Strategies, Business and Strategy Development, Project Management, Translation Dutch-English

Education

King's College London University: International Marketing Msc, United Kingdom	Sept 2013 – Dec 2014
Inholland University of Applied Sciences: Bachelor of Communications , The Netherlands	Sept 2007 – Dec 2011
Nova College Vocational Education: Commercial Economics diploma, The Netherlands	Sept 2003 – Jun 2007

Work experience

Townscape Housing Shanghai: International Marketing (Freelance job) Aug 2016 – Nov 2016 (United Kingdom)
Townscape Housing is a highly professional Shanghainese real state agency who is committed on delivering world-class housing services to Western expats in Shanghai, China.

- Developing and contributing to marketing plans and strategies
- Recommending marketing promoting the company services via social media tools
- Suggesting ideas about marketing materials such as leaflets, posters, flyers, newsletters,
- Coming up with ideas about rearranging company website content, design and blogs using Wordpress
- Advising mix of social media tools and promotions to attract target group

VisitBritain online shop: International E-commerce Operations Executive Apr 2016 – Jun 2016 (United Kingdom)
VisitBritain is a national tourism online shop, responsible for marketing Britain worldwide

- **Marketing & promotion:** Marketing and promoting the products and services via social media platforms
- **Shop management** Maximizing the commercial and sales potential of online shops
- Re-configuring online shop pages by re-writing and updating content
- Managing online shop categories with Sitecore Content Management System
- Liaising with staff overseas to maximize shop coverage and to undertake online marketing as needed
- Working with the manager on development, integration and delivery of new business & promotional ventures
- **Product management:** Launching and updating online products
- Translating and updating products descriptions and e-vouchers
- **Customer relation management:** Monitoring online shops for any customer issues
- Dealing promptly with customer email and telephone enquiries in Dutch as well as in English
- Investigating payment issues and monitoring all orders for fraud
- Requesting refunds accurately via Worldpay finance system
- Liaising with Finance Team for any payment issues relating to refunds or returned items.

NewCare4You: Marketing coordinator

Jan 2015 – Dec 2015 (Netherlands)

NewCare4You is a care agency specializing in providing customized care to patient with a mental or physical disability.

- Developing and contributing to marketing plans and strategies
- Marketing promoting the company services and sourcing advertising opportunities for promotional exposure
- Developing and managing the production of marketing materials such as leaflets, posters, flyers, newsletters,
- Attending events to hand out marketing materials, attracting new clients, networking with a range of stakeholders
- Writing, proofreading and updating company website content, assisting with website design using Wordpress
- Evaluating and monitoring effectiveness of marketing campaigns through Google analytics, Hootsuite and TwitterDeck

Shanghai Paramount Communication: International Marketing Sales Executive

Aug 2012– Aug 2013 (China)

Paramount Culture Communication is the largest chain corporation company that provides Interpretation translation Services for many years in China.

- Promoting/selling/securing orders from existing and prospective customers through a relationship-based approach
- Establishing/developing/maintaining business relationships with current customers and prospective customers
- Generate new business for the organization's products/services
- Making telephone calls/in-person & visits/presentations to existing and prospective customers
- Researching and analyzing information sources to develop and determine prospective customers potential.
- Developing clear and effective written proposals/quotations for current and prospective customers
- Marketing and promoting the products and services using Chinese email systems & social media (*QQ, WeChat*)
- Marketing and promoting the products and services using Western email systems & social media (*Mailchimp, Facebook, Twitter, LinkedIn*)
- Managing all transactional emails, triggering email campaigns and newsletters through strong mail to customers
- Expedites in the resolution of customer problems and complaints
- Coordinating sales and marketing effort with marketing, sales, accounting, logistics and technical departments
- Analyzing the markets potential and determine the value of existing and prospective customers value
- Supplying management with oral and written reports on customer needs, problems, interests and potential
- Participating in trade shows and conventions, exhibitions, business conferences, summits, forum and seminars

Mandatory student internships

Your.TV: Marketing communication Bachelor undergraduate thesis project	Mar 2011 – Jan 2012	(Netherlands)
Toronto CityEvents: Online marketing abroad intern/Bachelor education 3 rd year	Feb 2010 – Jul 2010	(Canada)
Face2Face promotions: Sales intern/Vocational education 4 th year	Sep 2006 – Jan 2010	(Netherlands)
Nodia BV: Market Analyst intern/Vocational education 3 rd year	Feb 2006 – Jun 2006	(Netherlands)
Golden Dream Logistics: Customer Service intern/Vocational education 2 nd year	Sept 2004 – Jan 2005	(Netherlands)

Additional skills & Leisure activities

COMPUTERS SKILLS:

Microsoft Office Word, Excel, PowerPoint, Outlook, Prezi, Google Analytics, Wordpress, Basic Adob Photoshop, Basic Dreamweaver, Basic HTML, CMS, SEM, SNS, Basic Final Cut

LANGUAGE SKILLS:

- Dutch: Fluent in speaking, reading, writing and listening
- English: Fluent in speaking, reading, writing and listening
- Arabic: Fluent in speaking and listening, basic reading and writing

ACTIVITIES & INTEREST:

During my spare time I enjoy relaxing and going out with family and friends. I enjoy volunteering and also like to follow courses to gain additional skills. Furthermore, I have a keen interest in travelling and have visited several countries within Europe, Asia, Middle East and North America. Click on my [Flickr albums](#) to view my travel adventures.