

# Mohamed Elkoda

## Summary

- + 10 years experienced IT professionals with knowledge of Marketing Operations seeking a growth- oriented role.
- With extensive experience in the commercial utilization of multiple social media channels including Facebook, Twitter, Instagram, and YouTube.
- Build successful social strategies.
- I seek opportunities in Management and Business operations that fully utilizes my abilities and proficiency to Business objectives, managing key stakeholders across multiple teams in a coordinated way to ensure smooth running of activities to meet set KPIs', deliverables, requirements/expectation, and Successful Sign - off.
- Fluent in English and Arabic.

## Experience

> Sep 2021 – Dec 2022

### Technical Support

Yas Clinic -, UAE

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الكلينك | CLINIC

- Installing and configuring new computer hardware according to company standards.
- Maintaining existing computer networks, including troubleshooting issues with hardware components or software programs.
- Performing backups of data to prevent data loss in case of emergencies such as natural disasters or equipment failure.
- Monitoring system performance to ensure optimal efficiency, utilizing tools such as performance monitors or network monitoring applications.
- Providing technical support for computer software applications.
- Installing and maintaining computer operating systems.
- Providing technical support for computer hardware including printers, routers, servers, and desktop computers.
- Communicating with stakeholders and suppliers.
- Managing the day-to-day operations of computer networks.

> Dec 2010 – Dec 2020

### E-learning Leader

OPEN UNIVERSITY OF SUDAN



- Deliver scheduled online courses and manage the learning management system.
- Deliver portfolio of tailor-made training courses.
- Contribute to the strategic development of the training team.

> Dec 2009 – Aug 2010

### Marketing Representative & Customer Service

SUDATEL TELECOM-Sudan



- Handling customer inquiries and complaints.
- Providing information about the products and services.
- Troubleshooting and resolving product issues and concerns.
- Documenting and updating customer records based on interactions.
- Developing and maintaining a knowledge base of the evolving products and services.
- Developing and implementing marketing strategies to promote our products or services, targeting specific customer segments and markets.
- Creating and managing marketing campaigns across various channels including digital, social media, print, and events.
- Conducting market research to identify consumer trends and competitor activities to stay ahead in the market.

- Collaborating with the sales team to develop effective promotional materials and sales tools.
- Monitoring and analyzing marketing campaign performance, providing regular reports and recommendations for improvement.
- Managing and maintaining the company's online presence through website updates, content creation, and social media platforms.
- Building and maintaining relationships with key stakeholders, such as customers, media outlets, vendors, and partners.
- Planning and organizing events such as trade shows, conferences, and product launches to enhance brand visibility.
- Stay up to date with industry trends and developments to identify new marketing opportunities.
- Working closely with the creative team to develop captivating marketing materials, including advertisements, brochures, and online content.

➤ Dec 2007 - feb 2009

## Marketing & Sales Representative AZ technology Co. Sudan



- Managing a team of document control professionals.
- Training team members.
- Creating operating procedures for the department.
- Reviewing and updating departmental operating procedures.
- Developing document management plans, procedures, and processes.
- Reviewing and updating document management plans, procedures, and processes.
- Ensuring the security, accessibility, and proper distribution of external organizational documents.
- Ensuring that documents are created after a documented and approved review-and-approval process.
- Ensuring the security, accessibility, and distribution of organizational documents.
- Ensuring the confidentiality of sensitive information and documents.
- Selecting digital content management and document management tools.
- Working with IT for the smooth operation of digital tools.
- Ensuring the integration of digital tools into daily processes through training.
- Assigning user privileges for digital tools to team members.
- Automation of business workflows.
- Implementing document disaster recovery through document archiving.
- Ensuring compliance with the quality management systems (QMS).
- Conducting meetings and presentations related to document management.
- Meeting with management to update and inform on the documentation schedule, standards compliance, and documentation progression.

## Education Professional Courses & Training

### Master's degree:

Master of Business Administration (MBA), University of Science & Technology, Sudan (2014)

### Bachelor of Science:

Computer Science. University of Science & Technology, Sudan (2005)