

# ABDULRAHMAN AHMADI

> **DIGITAL MARKETING & BUSINESS DEVELOPMENT**



## CONTACT

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## LANGUAGES

Arabic                      Native  
English                     Bilingual

## MY PROFILE

**CODE : MY THIRST FOR KNOWLEDGE IS MY STRENGTH.**

A Graphic Designer with 3 years of experience in the industry specialising in branding. Proficient in social media design, motion graphics, and video editing. Established a higher understanding of Microsoft Excel after attempting CFA level 1, which led to the development of a financial model using real world data and creating a business plan.

## EDUCATION

**BA Graphic Design  
With Honours | 06.2018**  
Nottingham Trent University

## EXPERTISE

- » Brand and Identity Development
- » Market Research and Analysis
- » Graphic Design and Motion Graphics
- » Social Media Marketing and Advertisement
- » Event Planning and Coordination
- » Sales Management

## SKILLS

### SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Microsoft PowerPoint  
Microsoft Excel  
Metricool (SMM Tool)

## JOB EXPERIENCES

**PART-TIME CREATIVE & BUSINESS DEVELOPMENT | 06.2022 - PRESENT**

AHMADI FINANCIAL CONSULTANCY

- » Spearheaded the development of the brand, website, and crafted compelling social media content.
- » Established and managed an external sales team to effectively reach out to potential clients.
- » Formulated data-driven marketing strategies and executed social media advertisements, significantly expanding the company's outreach.
- » Successfully planned and executed events, collaborating with third-party providers.
- » Conducted in-depth market research to identify and generate potential leads.
- » Engaged in high-level meetings with external lawyers to draft contracts and ensure legal compliance.
- » Built and maintained a dynamic financial model for a startup, regularly updating it with current financial data to ensure a precise valuation for an investor presentation.
- » Created a comprehensive business plan incorporating market analysis, sales strategy, organizational structure, operational planning, and financial projections, demonstrating proficiency in strategic planning and analytical thinking.

## PROFESSIONAL

Drawing  
2D Animation  
Video Editing  
Photography  
Data Analytics  
Research  
Search Engine Optimization  
Strategy Development  
Presentation

## SOCIAL MEDIA

### SOCIAL MEDIA LINKS

[linkedin.com/in/aak-ahmadi](https://www.linkedin.com/in/aak-ahmadi)  
[facebook.com/ahmadi.design](https://www.facebook.com/ahmadi.design)  
[instagram.com/ahmadi.design](https://www.instagram.com/ahmadi.design)

**GRAPHIC DESIGNER | 06.2020 - 06.2022**

CIVIL SERVICE BUREAU - COMMUNICATION DEPARTMENT

- » Played a key role in creating reports for the new website.
- » Implemented the use of motion graphics and videos for social media, increasing engagement and brand visibility.
- » Designed customized stationery for both internal and external use, including presentation templates for the entire government entity.
- » Collaborated with other government entities to update design guidelines, ensuring consistency in branding.
- » Hosted visitors on behalf of the President and provided social media coverage.
- » Regularly updated design templates and issued daily newsletters, ensuring effective communication.

**OWNER & DIRECTOR | 10.2018 - PRESENT**

AHMADI DESIGN

- » Founded and established Ahmadi Design.
- » Led all aspects of the brand's development, website creation, and social media content.
- » Collaborated closely with clients to understand their vision and deliver tailored design solutions.
- » Successfully completed a diverse range of design-specific projects, showcasing a comprehensive portfolio.
- » Prepared proposals and contracts, ensuring clarity and professionalism in all projects.

**PERSONAL****HOBBIES**

Music  
Writing  
Photography  
Painting  
Travelling

References available upon request.