

Mwaffaq Beebars Oghorli

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1. Summary:

A Marketing and Digital Communication Specialist and Trainer, with very good Presentation, Graphic Design, Video Editing, and Photography skills. Along with high proficiency in leading and managing teams/suppliers to innovate and work toward meeting objectives.

2. Professional Experience Record:

- Brand Manager, **Al Safi Danone Iraq** -Sep 2019 until now
- Communication and Digital Manager, **Al Safi Danone Iraq** -Jan/2019 to Aug/2019
- Digital Marketing & Erbil Branch Manager, **CLICK Iraq** -Aug/2017 to Dec/2018
- Co-Founder/Director at **CHECK The Digital Agency, a CNR Company** -Aug/2015 to June/2017

▪ Other Freelance work experience records:

Freelance Trainer: (I've trained more than 900 trainees on the following subjects)

- Online Trainings for Personal Branding, Digital Marketing, and SM (9 Projects 2020)
- Digital Marketing Principles Trainings (10 workshops 2018-2019)
- Social Media Marketing Training (12 advanced given training)
- Marketing and Communication Principle Trainer (7 given training)
- Soft skills workshops trainer (15 given workshops)

Marketing and Social Media Freelancer:

- Social Media Freelance Officer for *Al Safi Danone* (July 2017 until Dec 2018)
- Social Media Officer & Designer for *Mishaltet House Restaurant* (Aug 2017 till Dec 2018)
- Marketing Officer and Designer for *KARMA Café Syria* (Feb 2015 till June 2017)
- Social Media officer and Designer for *Fornello Restaurant Syria* (Jun 2015 till June 2017)
- Marketing Coordinator and Designer at *MAYA Window Films* (May/2014 to Aug/2015)
- Social Media Consultant for several NGOs and Companies.

Web Development Freelance Projects:

- Website designing, and developing for 10 websites/Brands (2014-2016).
- Android apps projects (MTN Syria Tsheez App, MTN Launcher, MTN Syria Noor App)

3. Voluntary Works Records:

- **Communication Officer** for *SANAD Team for Development* (Dec 2014 till June 2016)
- **Online Marketing Specialist** for *TEDx HIBA / TEDx YPU / TEDx AIU* – (2015 and 2016)
- **Trainer** for *RBCs Team* (Rebranding, Communication & Social Media planning) (2015)
- **Social Media Adviser** for *SHABABLINK* organized by *SANAD TFD* (2013 and 2014)
- **Communication and Social Media Officer** for *Business Clinic* (Jan 2013 till June 2014)
- **Graphic Designer** for *Business Clinic - Damascus University* (Jan 2013 till Jan 2014)
- **Social Media representative** at *Damascus University* (July 2012 till Jan 2013)
- **Communication Intern** at *The Syria Trust for Development* (Dec 2011 till June 2012)
- **Volunteer Media Officer** for the *Circassian Charity Association* (June 2010 till Oct 2011)
- **Web Developer** for the *Circassian Charity Association* (Aug 2010 till Oct 2010)
- **Voluntary Social Worker** at the *Circassian Charity Association* (2008 till 2011)

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4. Education:

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|---|-------------|
| • Diploma in Marketing Management, H.I.A.D - Damascus University | 2013 – 2015 |
| • Bachelor Degree in English Literature, Faculty of Arts - Damascus Univ. | 2007 – 2013 |
| • SEBC Certificate in Business Administration, S.K.I.L.L.S - SEBC | 2011 – 2012 |
| • Scientific High School Certificate, Ministry of Education | 2006 – 2007 |

5. Computer Skills:

- **Graphic Design:** Very good skills using Adobe Photoshop and Illustrator.
- **Montage & Video Editing:** Very good skills using Adobe Premier and After Effects.
- **Video/Photography:** Very good skills using DSLRs and smart phones cameras.
- **CMS Applications:** Very good skills using Joomla, WordPress, Drupal, & IP Board.
- **Programming:** Basic skills of PHP, CSS and HTML5.
- **MS Office:** Proficient in Excel, PowerPoint, and Word.

6. Language Skills:

- Arabic Language: Mother Tongue.
- English Language: Advanced skills in speaking, reading and writing.

7. Supplementary Training:

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|---|------------------|
| • Marketing and Branding trainings, <i>LinkedIn Learning</i> | 30H, July 2020 |
| • Digital Campaign for Social Change, <i>Radio Netherland Training Centre</i> | 40H, June 2019 |
| • Graphic Designing Diploma, <i>Asia Computer Sciences</i> | 40H, May 2014 |
| • Photography Diploma, <i>Damascus University</i> | 40H, Feb 2014 |
| • Advocacy Fundamentals, <i>The Arab ICT Organization</i> | 20H, Sep. 2013 |
| • Soft Skills Workshops and Courses at <i>Business Clinic</i> | 50H, during 2013 |
| • ICDL Course, <i>New Horizon Institute</i> | 70H, Feb. 2012 |
| • TOT, Training of Trainers, <i>The Syria Trust for Development</i> | 60H, Sep. 2011 |

8. Competences and Personal Interests:

- Marketing, Digital Marketing and all creative works are my biggest interests.
- In-depth knowledge & understanding of Digital platforms.
- Creative thinking & problem solving.
- Public speaking.
- Strong training skills with very good presentation skills
- Active and friendly with excellent communication skills.
- Teamplayer and independent worker when needed.
- Capable of working under pressure.
- Psychology, personal analytics. Meeting and influencing others.

9. Personal info:

Family Name:	Oghorli.	First Name:	Mwaffaq - known as Beebars.
Nationality:	Syrian.	Date of Birth:	7/May/1988 - 33 Years.
Tel.	+964 751 059 0503	Marital Status:	Married.
Website:	www.oghorli.me	Residency:	Erbil, Iraq.

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