

MOHAMMED KAMIL MOHAMMEDADAM

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PROFESSIONAL SUMMARY

Versatile professional with proven expertise in digital marketing, workshop management, and advertising representation. Skilled at crafting and implementing marketing strategies, overseeing operational efficiency in workshops, and building impactful advertising campaigns. Demonstrates strong leadership, creative thinking, and a results-driven approach to achieving business objectives.

EXPERIENCE

DIGITAL MARKETING ASSOCIATE | JAN 2024 – APRIL 2024

Upwork

MAIN ACTIVITIES AND RESPONSIBILITIES:

- Developed and managed digital marketing strategies to drive increase in web traffic and lead generation.
- Conducted keyword research and optimized website content for improved SEO rankings.
- Managed social media accounts, increasing engagement by [through creative campaigns and consistent posting.
- Analyzed marketing campaign performance using Google Analytics and created detailed reports for stakeholders.

HEAD OF WORKSHOP | DEC 2023 – JAN 2024

KIIT Organizations

MAIN ACTIVITIES AND RESPONSIBILITIES:

- Managed daily workshop operations, ensuring optimal performance of machinery and tools.
- Supervised a team of technicians, providing training and guidance to improve efficiency and skillsets.
- Developed maintenance schedules, reducing equipment downtime.
- Enforced strict adherence to safety protocols, leading to reduction in workplace incidents.

ADVERTISING REPRESENTATIVE AND MARKETING AGENT | SEP 2019 – JAN 2020

Sudanese Telecom Company

MAIN ACTIVITIES AND RESPONSIBILITIES:

- Represented the company's advertising services to clients, achieving a increase in annual sales.
- Conducted market research to identify potential clients and tailored advertising strategies to meet their needs.
- Developed and presented proposals that resulted in successful long-term contracts.
- Coordinated with design and production teams to deliver creative advertising solutions aligned with client objectives.

EDUCATION

BACHELOR OF COMPUTER APPLICATIONS | 2021 – 2024

Kaling institute of Industrial Technology, India

WORKSHOP

- Applied Python-II: KIIT University
- SQL: online course
- Adapt your leadership style: MACQUARIE University coursers
- Technical Support Fundamentals: Google coursers
- Introduction to Front-End Development: Meta coursers
- Version Control: Meta coursers

PROJECTS

GIVE LIFE: PREDICT BLOOD DONATIONS

- Developed a binary classifier using machine learning techniques to predict the likelihood of a blood donor donating again.
- Applied feature engineering and model optimization to enhance prediction accuracy, showcasing a data driven approach to address a critical healthcare challenge.

OBJECT DETECTION/OPTICAL CHARACTER RECOGNITION

- Implemented cutting-edge techniques for object detection and optical character recognition, showcasing a forward-thinking approach

ACHIEVEMENTS & AWARDS

- SII Government Scholarship: Full Scholarship For Outstanding And Exceptional Students To Study In India For 3 Years.

SKILLS

- Microsoft Office (Word, Excel and PowerPoint)
- Data entering
- Database: MySQL(basic)
- Teamwork
- Negotiation
- Computer use
- Time management
- communication
- Public Relations and Communication
- HTML, CSS AI tools Project Plans and Reports /Web Technologies Fundamentals

COMMUNICATION AND INTERPERSONAL SKILLS

- Speaking Clearly And Confidently
- Writing Effectively
- Active Listening
- Giving And Receiving Feedback
- Conflict Resolution And Negotiation
- Active Participation In Group Discussion
- Empathy And Emotional Intelligent

REFERENCE

- **DR RABINDRA BARIK - KIIT UNIVERSITY SUPERVISOR**
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- **DR PARTHA SARATHI PATTNAYAK - KIIT UNIVERSITY MANAGER**
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- **DR SATYA RANJAN DASH - KIIT UNIVERSITY ASSOCIATE PROFESORS**
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LANGUAGES

- Arabic: Native
- English: V.Good