

Michele Ahmad Alkahlout

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Nationality: Italian / Resident in Qatar.

About

A passionate, results-driven professional with a commitment to continuous learning and personal growth, I thrive on collaboration and believe in the impact of teamwork to drive shared success. My strong problem-solving and adaptability skills, combined with a solid foundation in marketing and business development, enable me to excel in fast-paced environments. I bring energy and focus to every project, always aiming to build strategic connections that add value. With a naturally positive mindset and a strong sense of empathy, I create transformative experiences for those around me.

EDUCATION

Master of Science in Digital Marketing - TEESSIDE University- United Kingdom / 2020 – 2021

Project Title: Researching and Planning a Strategic Digital Marketing Plan for MKM Elite Services

Modules:

- Digital Communications
- Digital Innovation and Change Management
- Digital Optimisation, analytics, and metrics
- Strategic Marketing

Bachelor's degree in economics, Philosophy, International Relations, and Law - CA' FOSCARI University of Venice, Italy / 2015 – 2019

Project Title: Social Justice in Islam

Major Fields:

- | | |
|--|-------------------------------|
| - Macro-economics | - Micro-economics |
| - Economics of Labour and Welfare | - History of Economic Thought |
| - Modern History | - International Law |
| - Politics and international relations | - Political philosophy |
| - Moral Philosophy | - History of Philosophy |

- Ezdan Holding Group** (Marketing project)
 - Website revamp
 - Content creation and social media marketing
 - Performance ad campaigns to increase market share
 - SEO always on practices
- Link Real estate** (commission-based)
 - Sales and marketing
 - Real estate agency development
- Taswer Group** (Business development)
 - Overall Marketing Activities
 - Sponsorship Opportunities
 - Sales and client facing
- Snoonu** (Tech supply project)
 - Demo interactive solutions and holographic content for the Web summit Lisbon
 - Coordinate logics and suppliers for the Web summit in Lisbon
- SEO
- Web development
- Media campaigns
- Beyond Sports** (Sponsorship program)
 - Prospecting and presenting
 - Finding potential sponsors
 - Raising awareness about the Basketball local tournaments (Amiri Cup, Mens League, Qatar Cup)
 - Raising awareness about the road map to the Basketball World Cup that will take place in Qatar 2027
- Futad Advertising** (The Immersive Odyssey VR Arena)
 - Lead cross-functional teams.
 - Meet business objectives by strategizing effective solutions
 - Plan and implement different stages of projects
 - Select the most effective approaches and processes

Projects in 2023

Badger Maps (Software for Field Sales Agents)

- Tactical partnership program across different markets and countries
- Marketing full audit and strategy revamp
- Align and consult on marketing activities
- Planning & Strategizing marketing activities
- Strategic partnership program development
- Sales and revenue streaming

974 Media (Website Creation)

- Competitor analysis
- Website design creation
- Website content creation
- Website testing and launching, - SEO always on practices

NumbersGrow (Consulting and executing company)

- Competitor analysis
- Website creation
- Logo and brand identity
- Back-end and front-end building
- Partnerships, tools, and special rates acquisition
- Prospecting and BD planning

Aldannah Medical Company (Derma Cosmo E-commerce)

- E-commerce Website revamp with a trustworthy look
- Content creation and social media marketing
- Performance ad campaigns to increase market share

Projects in 2022

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Ooredoo (Consultancy)

- Market share acquisition strategy
- Deterministic data-driven research on new residents in Doha
- Data-driven research on World Cup 2022 fans planning to visit Qatar
- Strategy to increase sales numbers of home WIFI offers and decrease CPA for that particular offer

Kulud Pharmacy (360 Marketing Campaign)

- Website and SEO extensive audit
- Social Media presence extensive audit
- Website revamp strategy
- Data-driven market research
- Media plan and road map to increase market share

McDonald's (Redemption Campaign)

- Built a comprehensive strategy to increase footfall to all McDonald's branches across Qatar using paid media
- Developed a tactical Campaign strategy to increase offer redemptions on McDonald's app
- Developed content (DCO) and tailored offers creation strategy and broke down target audience accordingly
- Weekly report creation and presentation to the client

Almeera (Consultation)

- Built a comprehensive strategy to increase footfall to all Almeera's branches across Qatar using paid media

- Weekly performance evaluation and campaign optimization

Doha Quest 2022 (Footfall and online ticket sales campaign)

- Full funnel regional ad campaign across KSA, UAE, and Doha
- Targeting users that were planning to visit Doha during the World Cup

Alferdan Hospitality (Social Media Campaign)

- Increase footfall and market share across all the group's high-end restaurants in Doha through SMM tactics and content creation strategies to raise awareness about the different offerings and cuisines.

International Power Holding (Footfall and awareness Campaign)

- Al-Maha Island footfall study and strategy to increase market share
- Tourists targeting tactical strategy creation
- Aura Group restaurant Ramadan Iftar online pre-booking campaigns followed by Footfall campaigns using location intelligence platform.

Waste to water (Water treatment project)

- Market Research
- Waste Water solutions
- Studying sustainable alternatives to desalination
- Studying innovative solutions to economic and environment-friendly water treatment solutions

Nano creates (Nanotechnology)

- Utilize nanotechnology for water capture and harvest
- Utilize nanotechnology for Carbon capture
Business Development
- Present to investors

Projects in 2021

Ooredoo (Activations)

- Built and managed an interactive experience at the fan zone for F1 over multiple days
- Provided engaging technology and Ooredoo branded booths

Aviator Lounge (Footfall Campaign)

- Footfall campaigns mainly utilizing social media audiences
- Developed and executed a comprehensive content strategy

Cosette Solutions (Collaboration)

- Allure Branding Strategy
- Al-Ferdan Motors Creative Storytelling
- Burger Festival SMM
- Prospecting
- Business development, **Palestine**

Quantech (Market share acquisition)

- Social paid media ad campaign
- Social Media Management
- Go to Market and marketing strategy

MKM Elite Solutions (TUBS Professional Project and Consulting)

- Detailed 1st and 2nd party research and study
- Detailed Strategic business and marketing plan and roadmap
- Assessing market trends and competitors
- Identifying threats and opportunities

Habibi (Charity Project)

- Market research
- Website creation
- Supply chain integration
- Data Entry

Projects in 2020

P&B – Mondo's shop (UK F&B Marketing Project)

- Living in the proximity geo-targeting to increase orders
- Time targeting optimization tactics
- Tactical campaigns using DCO (Dynamic content optimization)

SK Chilled Foods Ltd (Research)

- 1st party research
- 2nd party research

El OASIS Restaurant in Toulouse France. (Go To Market strategy)

- Market Study
- Logistics

Gulf Times (Workshop)

- Research and Ideation
- Digital Transformation
- Branding
- Social Media Plan

Projects in 2019

Abdullah N. Al-Humaidi T. & C. Al Jazeera Media Network (Internship) (commission-based sales Agent)

- Affiliate Marketing
- Sales and pipeline projections
- Prospecting and outreach

The Green Hunters (collaboration with Voi Hunters)

- Providing last mile logistic solutions
- Directing the drivers all around Berlin

- Drive value for the organization.
- Map out how digital assets will be optimized for business results.
- Define and action digital events.
- Account and Administrative work
- Prospecting
- Business Development
- Contracting
- Client-facing and support

Qatar supreme committees (Generation Amazing Social responsibility Program)

- Football Therapy training
- Learn and teach about football as relief and therapy

oM@ different Habit Welc-om.it (Real Estate)

- Account and Administrative work
- Prospecting
- Business Development
- Contracting
- Client-facing and support
- - Logistics

- Logistics

Italian Chamber of Commerce in Qatar (CEO secretary)

- Administrative work
- Outreach and prospecting
- project and event management
- Sponsorship and strategic partnership strategy development
- Time targeting optimization tactics
- Tactical campaigns using DCO (Dynamic content optimization)

Projects in 2013 - 2019

Booking.com (Touristic sublease management) 2013 – 2019

- Increasing the value of current customers while attracting new ones
- Finding and developing new markets and improving sales
- Accounting and Administrative work
- Client-facing and support
- Logistic support
- Team Leading
- Account managing
- Affiliate marketing
- Data Entry

Projects in 2010- 2012

Barwa Bank (Workshop) 2012

- workshops for promotion purposes
- Brainstorming and participating in creative ideation
- Marketing

Trinity Talent Qatar (Host at the Asian Games opening) 2011

- Greet incoming guests and manage the flow
- Inform Guest and guide them
- Tend to special Guest needs and requests
- Contribute to team effort by accomplishing related results as needed
- Aldeera Optics (Sales and client-facing) 2010
- Sales tactics
- Client-facing ethics and responsibilities
- Administrative work

Primary Health Care Centre (Internship) 2012

- Data Entry
- Brainstorming and workshop for awareness campaigns

Qatar Debates (Debating the future challenges, visions, sustainability) 2010

- Participation in debates
- First-party research
- Second-party research
- leadership and teamwork

Trinity Talent Qatar (Supporting Qatar's 2022 bet) 2010

- Data Entry
- Promotion and PR
- Administrative work

DEVELOPED SKILLS

Serenissima DPT (Innovation & Ideation)

- 2016 - Software development and promotion
- Conducting desktop research, and using books, journal articles, newspaper sources, questionnaires, surveys, polls, and interviews to gather data
- Workshop and collaboration with MIT Summer school students and Prof. Fabio Carrera
- Write proposals and deliver presentations when required

ALMA MATER STUDIORUM University of Bologna, Italy

- 2013 - Mathematic analysis - Bologna, Italy
- Chemistry - Bologna, Italy
- AutoCAD - Bologna Italy
- 2012 - Geometry and Linear Algebra - Bologna, Italy
- Technology of materials - Bologna, Italy

LANGUAGE SKILLS

1. **Italian** (native level)
2. **Arabic** (native level)
3. **English** (Proficient in reading, speaking, and writing) - IELTS Certification with a score of 7.0. - SAT Certification with a score of 1300.
4. **Spanish** (Conversational level)
5. **Swedish** (learning stage)

REFEREES

- ❖ -Dr. Ehab Elsaqqa Founder CEO at Wisdom Technologies Qatar
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- ❖ -Dr. Steve Bensons Founder CEO at Badger Maps USA
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- ❖ -Mr. Saad Bleik Regional and GM at MEMob+ KSA
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- ❖ -Mr. Mithqal Abu Nasser GM at McDonald's Qatar
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