

Nouran Salah Osman Mahmoud

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Birth Date: 22nd November 1992

Nouransalah92@gmail.com

Nationality: Sudanese

Marital Status: Married

EDUCATION

2009 – 2014 University of Khartoum

Excellent (First Class) bachelor's degree of Management Studies / Business Administration department - University of Khartoum / School of Management Studies.

Training & Courses

- Zain Co. Sudan for telecommunication/ administration department.
- DSS Apprenticeship (Dubai Summer Surprises) 2014, represented my country in Dubai for the DFRE (Dubai Festivals & Retail Establishment) for creating one of the best promoting strategies for the annual festival. (UAE-Dubai)

- Mudhish World Dubai / customer's feedback: Accomplishing more than 85 feedbacks in less than hour and half, which is reflects my appropriate appearance and representation of the institution plus, the good communication with families (Customers) from different and various nationalities. (UAE-Dubai)

- ICDL (International Computer Driving license) / ongoing
 - CSR training / Dal Excellence center
 - Digital Marketing Summit 2016 by Lutfi Training Center / Corinthia Hotel
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Experience

Dal Group / Engineering Division

CSR & Communication officer / CSR Department

1 July 2015 – 10 October 2016

- Work with CSR department team to accomplish department goals.
- Manage all Department Internal & External communications.
- Project Manager of Dal Motors RSP (The Road Safety Program).
 - Organize with direct manager the RSP media coverage (Social media & Newspapers, write to Bridges Magazine and E-mails).
 - In charge of the DED.CSR E-mail account, prepare E-mails and visual designs.
- Design DED.CSR E-mails & prepare all department social media contents.
- Co-Design of RSP main logo with MSU (Marketing Service Unit).

- Co-design of the RSP flyers with MSU and created the written contents.
- Co-Design of Dal Motors Salim animation character with MSU.
- Co-Design of Salim's Facebook weekly posts through DMC pages with MSU.
- Organize Internal & External CSR events & initiatives.
- Organize a number of huge CSR events such as Fenti Golf Club, Top management CSR forum and KIA Go Green kick off.

Lutfi Self Development Center

Event Coordinator

1 March 2017 – 30 May 2017

- Coordinating center huge event, such as Digital Marketing Summit Africa.
- Communication with international speakers and supervise logistics operations such as visa and hotel reservation.
- Establish creative solutions for the business with the center team.
- Constructing events media release and follow-up & measure the return on it.
- Seek new customers and attract sponsors for the events.

FOM General Trading & Services Co Ltd. / Corporate Services

Marketing Manager

4 July 2017 – 30 September 2017

- Running Marketing Department
- Create and establish marketing strategies, plans and fresh ideas for clients.
- Recreation of FOM company full identity such as new logo and company profile.

- Meeting clients and potential clients to collect all information related to the project.
- Engage company in social responsibility projects such as pink October 2017 at KICKS school

Max Media

Account Executive

1st October 2017 – 30th of December 2017

- Rolling as the link between clients & max media by maintain regular contact with clients.
- Ensure communications flow effectively.
- Responding to clients requests as they arise.
- Research client's products, services, plans, competitors and targeted markets.
- Meet clients for briefing and present proposals to clients for approval.
- Working with agency colleagues to devise marketing solutions that meet clients brief & budget.
- Presenting creative work and ideas for clients.
- Ensure that projects are complete on time and within budget.
- Running max media marketing strategies and sponsorship projects such GEW SUDAN 2017 (Global Entrepreneurship Week), starting from designs, galleries setup, creative work, creating social media content to support the event and representing company media sponsorship & support in the best way
- Handling budgets, managing job costs and invoicing clients.

QQ Supply Co. LTD

Marketing Specialist

7 January 2018 – 30 April 2019

- Develop marketing strategies for projects, including company websites and social media
- Create and execute lead generation programs
- Analyze data to determine campaign efficiency
- Ensure creative marketing materials undergo regular review and adhere to brand guidelines
- Develop and communicate marketing plans, campaign results and project recommendations to senior management team
- Assist with all internal and external marketing campaigns, producing content and creative for marketing projects and initiatives to enhance lead generation

Morouj Commodities

Marketing & CSI Specialist (Temporary Contract)

1 May 2019 – 23 June 2019

- Develops and manages project plans to support current and future Morouj corporate social responsibility efforts
- Engages with business leaders and subject matter experts on specific projects to coordinate strategies, plans and follow through on tactical efforts
- Respond to customer and stakeholder inquiries about corporate social responsibility efforts

- Organizes company submissions and responses to corporate social responsibility lists, surveys and awards
 - Manages all company corporate social responsibility information and data and acts as resource for team and company leaders
 - Writes about corporate social responsibility efforts for publications including website, blog and annual CSR report and works closely with Public Affairs Manager on support annual corporate social responsibility communications plan
 - Monitors media for relevant company/industry news and shares with appropriate internal people
 - Builds and maintains internal and external relationships
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Language

Arabic: Native

English: Fluent

Skills

IT Skills

- Microsoft office (Excel – Word – Power Point – Outlook)
- Statistical Package for Social Sciences (SPSS).
- PSD (Adobe Photoshop CS5.1)
- Ai (Adobe Illustrator CS6)
- Social Media platforms.

Personal Skills:

- Perform great in open spaces and creativity tasks, such as inventing new promotion and marketing ideas.
 - Fast learner.
 - Team work.
 - Ability to align with different categories of technology devices.
 - Valid driving license
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Achievements, Awards & Researches:

- Winning the DSS Apprenticeship of 2014
- Graduation with (Honor Degree) U of K – School of Management Studies. ▪
Project Manager of Dal Motors, *The Road Safety Program* “**ACSRN first runner up winner**” project in Dubai / worked aside with department Team
to accomplish this achievement.
- Research: Measuring bank's efficiency of the Sudanese banking sector by DEA analysis.

References:

Available on request.