

Mouyyad Abdulhadi, M.B.A

Personal Summary

Experienced marketing and brand manager, MBA graduate, and startup founder with a background in creative development of marketing strategies and campaigns

Experience

Texas Health Resources

April 2013 - Present

Marketing Manager – Web, CRM, Analytics

- Managed the websites and digital marketing campaigns for 250 physician practices
- Oversaw the building of a consumer facing patient website for patients to more easily interact with their physician and practice
- Managed and maintained the CRM database and oversaw the execution of targeted marketing campaigns
- Managed and reported all marketing and web analytics

IDQ USA

April 2012 – April 2013

Marketing Manager – Digital Marketing

Established the digital presence across multiple platforms and mediums

- Planned and launched digital marketing strategies to build the online presence on social media, improve SEO, and drive traffic through PPC
- Lead the consumer website redesign introducing a user-friendly experience, elegant and clean design, and an interface allowing for easy consumer purchasing research
- Collaborated with product team to use customer insight to improve on existing product lines and create new ones

Splash Media

March 2011 – April 2012

Manager – Digital Marketing, Social Media, and Accounts

Created and executed award winning social media campaigns for clients across multiple industries

- Created and implemented strategies to utilize social media to connect with and engage with current and potential customers
- Generated leads and prospects for clients in niche industries by creating remarkable content, optimizing search engine presence for targeted key phrases, and driving traffic through PPC campaigns
- Maintained relationships with established customers as an account manager

Independent Marketing Consultant

March 2010 – March 2011

Worked with small businesses in creating a brand and marketing their products and services

- Helped small businesses create and build their brands and launch new products and services
- Conducted market research studies and market analysis to identify greater opportunities for growth
- Created promotional and marketing material including logo and graphic design for a variety of products

Sprint, Dallas, TX

Lead Sales Consultant

Sep 2008 – Sep 2010

Exceeded sales targets by helping clients find the right solution for their needs

- Trained other sales consultants in best practices and sales techniques to best identify and satisfy customer needs
- Assessed sales consultant performance in order to ensure targets are met and mitigate any gaps
- Responsible for weekly reporting on inventory, personnel, sales and operations metrics

Startups

Luper – Founder

- Mobile app for iOS and Android that helps people remember to stay in touch
- A personal relationship manager

Connect5 – Head of Marketing, Co-founder

- Platform to improve professional networking at conferences

Skills

Digital Strategy, Project Management, Product Marketing, Consumer and User Acquisition, Marketing and Advertising Campaigns, Customer Impact, Search Engine Optimization, PPC Campaigns, Web Analytics, User Experience Design, Web Design, Graphic Design, Reputation Management, Copywriting, Creative Content Creation, HTML, CSS, Photoshop, CRM, marketing analytics

Education

The University of Texas at Arlington

Masters of Business Administration in Management and Marketing
B.S. of Biology with a minor in Marketing

Organizations

Social Media Club of Dallas – Technology Chair

AMPD (American Muslim Professionals of Dallas) – Marketing Chair

Contact Information

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