

OPEN
TO
WORK

AHMED NAAZIM

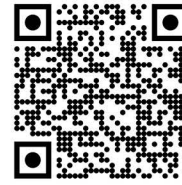
IM MARKETING & MEDIA TECHNOLOGIST
Digital Marketing | AI Marketing Automation | Content Specialist

CONTACT ME

- +974 7059 8244
- info@ahmednaazim.com
- portfolio.ahmednaazim.com

Bin Asakir St, Najma,
Doha, Qatar

PORTFOLIO



Marketing Technologist with experience in digital marketing, content production, and media, combining structured thinking with practical execution. Skilled in social media strategy, multimedia content, and event management, with a strong focus on using AI and automation to improve marketing efficiency and consistency. Experienced in building audience engagement and supporting brand growth through clear, well-executed digital initiatives.

CORE COMPETENCIES

- Digital Marketing Strategy
- Paid Campaigns
- Brand Storytelling
- Data Analysis
- Photography & Videography
- Social Media Management
- Event Management
- Community Building
- Training & Mentoring
- Content Creation
- Generative AI
- SEO/SEM
- CSR

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EXPERTISE



LANGUAGES



PROFESSIONAL EXPERIENCE

ADMINISTRATIVE & MARKETING LEAD

Mar 2025 - Present

Alankara Decoration & Printing W.L.L | Doha, QA

- Take overall responsibility for the company's administrative, marketing, and communication functions, reporting directly to management.
- Plan and organize workflows, priorities, and timelines across administration, design, and production teams.
- Set communication standards and manage client-facing communication, ensuring clarity, consistency, and professional delivery.
- Oversee pricing support, quotations, and job approvals, ensuring commercial accuracy before production begins.
- Review and approve marketing, print, and communication outputs before release or delivery.
- Prepare management reports covering workload status, timelines, operational performance, and ongoing jobs.
- Lead internal process improvements, introducing better documentation, reporting structures, and communication flow.
- Guide and train staff on work processes, communication practices, and operational standards.
- Coordinate supplier and vendor relationships from a planning and quality-control perspective, not just follow-ups.
- Support management in business planning, marketing initiatives, and operational decision-making.

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EDUCATION

BA GLOBAL BUSINESS
University of the West of Scotland | UK
Graduated: August 2025

DIPLOMA IN BUSINESS MANAGEMENT
OTHM Level 4 and 5
Graduated: Sept. 2025

Equivalent to the first two years of a UK
bachelor's degree

LICENTIATESHIP - LBIPP
The Institute for Professional
Photography | UK

LEADERSHIP COMMUNITY

Founder | 2023-Present
SHUTTER SOCIAL

Founder, Shutter Social - Built a thriving
community of 350+ photographers, organized
40+ workshops, and trained over 1,500
students in photography and content creation.

@I shuttersocial.qa

Founding President | 2015-2025
Zahira College Matale - OBA, Qatar

Established in 2015, this alumni network
supports education and student welfare in Sri
Lanka through scholarships, fundraising, and
community outreach.

f I ZCMOBAQatar

Vice President - Public Relations | 2016-2018
TRAVEL TRADE TOASTMASTERS

INTERESTS



PROFESSIONAL EXPERIENCE

SOCIAL MEDIA & PRODUCTION SPECIALIST Jun 2020 - Feb 2025
Liverpool John Moores University - OUC | Doha, QA

- Joined as a content creator and proactively evolved the role to include digital content strategy, website management, and event production, identifying and leading initiatives that enhanced the university's digital presence and engagement.
- Oversaw institutional communication across digital platforms, internal channels, media outputs, events, and campaigns, ensuring consistent messaging and brand alignment.
- Led content creation and digital campaigns, producing multimedia content and managing social media, SEO, and digital marketing initiatives to improve visibility and audience engagement.
- Managed the university website end-to-end, including content planning, approvals, and CMS administration, contributing to a 60% increase in user engagement.
- Planned and delivered large-scale institutional events, including three graduation ceremonies with 1000+ attendees each, ensuring smooth execution and strong audience experience.
- Led visual and editorial outputs for campaigns, announcements, and university initiatives, maintaining clarity, consistency, and professional presentation.
- Initiated and led CSR and community initiatives, including the Ramadan campaign, blood donation drives, beach clean-ups, Breast Cancer awareness programs, and Charity Week, driving meaningful community engagement and outreach.
- Managed vendors, logistics, and budgets, optimizing operations and reducing event-related costs by 20% through effective planning and coordination.

SOCIAL MEDIA MARKETING SPECIALIST Feb 2019 - Feb 2020
Fraser Suites Doha | Doha, QA

PRICING ANALYST | SENIOR AGENT Jun 2016 - Jun 2018
flydubai - GSA | Doha, QA

SENIOR AGENT - RESERVATION & TICKETING Dec 2012 - Jun 2016
Mannai Corporation QPSC | Doha, QA

SENIOR AGENT - RESERVATION & TICKETING Jan 2012 - Dec 2012
Reliance Travels & Tours Pvt Ltd | Colombo, SL

CUSTOMER SERVICE OFFICER Nov 2009 - Nov 2011
Al Tayyar Travel Group | Riyadh, KSA