



SHARNOBY ELHASSAN

MARKETING EXPERT

<https://www.linkedin.com/in/sharnoby>

PROFILE

Marketing professional with a strong results-driven approach and broad expertise across strategic and operational marketing. Experienced in market analysis, campaign planning, and performance measurement to drive ROI and support business growth. Skilled in brand development, customer targeting, and creating impactful marketing materials including posters, videos, and promotional content. Proficient in coordinating online and offline campaigns, managing social media presence, and developing cohesive marketing strategies aligned with business objectives. Adept at handling multiple projects, analyzing trends, and delivering measurable outcomes that enhance brand visibility and market positioning.

WORK EXPERIENCE

●	Marketing / Digital Marketing Strategist Jotun - Taif	2022- PRESENT
●	Marketing Expert Al-ziadi Corporation	2021 - 2022
●	Marketing B2B Mobile Team Leader Zain	2020 - 2021
●	Marketing Postpaid Proposition Team Leader Sudatel Telecom Group	2015 - 2019
●	Senior Sales Supervisor Sudatel Telecom Group	2011 - 2015
●	Customer Experience Specialist Sudatel Telecom Group	2010 - 2010
●	Technical Support Sudatel Telecom Group	2009 -2010
●	Transporter Follower Ziyada Transportation	2008 -2009
●	Instructor Port-Sudan Academy	2007 - 2008
●	Project coordinator Marine Environment Protection Society Sudan (MEPSS)	2006 - 2008

CONTACT

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📍 Makkah, Saudi Arabia

EDUCATION

RED SEA UNIVERSITY, SUDAN
| 2015

- Master of Business Administration

OCTOBER 6 UNIVERSITY,
EGYPT | 2007

- Bachelor of Information System

CERTIFICATIONS

- Microsoft Fabric Analytics Engineer (DP-600) | Microsoft
- CPMM Certified Product Marketing Manager | AIPMM
- MCSA Microsoft Certified Systems Administrator | Microsoft
- OCA Oracle Certified Associate
- | Oracle

CORE COMPETENCIES

- Leadership & teamwork
- Product development & marketing
- Business development
- Business operations
- Revenue management
- Project management
- Client relationship management
- Conflict resolution & negotiation
- SQL
- Power BI
- Digital Marketing
- Web Designing
- Web content management
- Data Analysis & Reporting.
- Software packages (MS Office, Adobe Photoshop & Acrobat, Windows Server & VM Ware)

LANGUAGES

- Arabic (Native)
- English (Fluent)

KEY ACHIEVEMENTS

- Increased B2B mobile revenue by 110% | **Zain**
- Grab market opportunities by introducing an attractive mix bundle for Small and Medium Enterprise (SME) so as to enhance B2B Mkt-share & Revenue | **Zain**
- Responsible for handling complete product lifecycle, starting from conceptualization to launch, execution & withdrawal | **Zain & Sudatel**
- Launched a new product which exceeded sales forecasts by 35%, having coordinated both on- and off-line campaigns | **Sudatel**
- Exceeded challenging sales targets by 41% by building positive customer relationships | **Sudatel**
- Boosted collections for corporate departments by 33% by enabling USSD payments feature | **Sudatel**
- Decreased collections loss by 20% by modifying the current policy | **Sudatel**
- Lead the development and execution of a targeted digital marketing campaign resulting in a 30% increase in online customer | **Alziady**
- Established a Customer Care unit from scratch | **Alziady**

TRAINING & COURSES

- 01/2025 | **Data Analytics** , LinkedIn
- 04/2021 | **Marketing Analytics: Setting and Measuring KPIs**, LinkedIn
- 05/2020 | **The Fundamentals of digital marketing**, Google, ID:EVH6ULJC8
- 10/2019 | **Digital Marketing**, Al Mogran Training Center
- 08/2018 | **Analytical Thinking & Data Analysis**, Neotelis – Canada.
- 08/2017 | **Communication diplomacy & self management**, Sudacad, Sudan
- 12/2016 | **Mini MBA in Telecommunication**, OSOOL Consulting, Sudan
- 03/2016 | **Leadership Capacity Development**, Sudacad Academy, Sudan
- 02/2016 | **Customer Experience Management (CEM)**, Khebrat Center for Training & Capacity Development, Sudan
- 10/2015 | **Best Practices in Telecom Pricing**, Neotelis - Canada
- 04/2015 | **Marketing and sales under the overall quality systems**, Top Leader Training & Development institute, Dubai.
- 11/2014 | **Excellence in Customer Service**, British Educational Institutes, Sudan
- 11/2014 | **Time Investment & Stress Management**, Sudacad, Sudan
- 10/2016 | **Integrated Methodology for Total Quality**