

# ALADDIN KUSSMAS

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## Objective

Seeking an opportunity for a career in a reputable company where I can apply and enhance my marketing and communications strategies and PR experiences.

## Professional Experience

**Marketing Director** at International Motors; British Virgin Islands. JAN 2017 - FEB 2018

- Managed a team of 6 marketing officers to achieve department targets and objectives.
- Assisted in restructuring the sales team and designed sales tools to increase efficiency and offer-conversion ratios.
- Implemented a marketing strategy to establish the company's online presence across multiple social media platforms.
- Handled all external communications through social media, mass mailing, and advertisements.
- Conducted quarterly meetings with the Managing Director and top management to realign marketing strategies with the company's vision.

**Radio Host (Seasonal)** at ZROD; British Virgin Islands. JAN 2016 - NOV 2016

**Arts and Sciences Instructor** at BVI International College OCT 2015 - JUNE 2016

- Taught Public Speaking, and PR (Public Relations) and Communications for 2 consecutive semesters.

Held periodic meetings with the faculty instructors and dean to enhance student experience and curriculums.

**Marketing Manager** at Tortola Auto Group (Audi and Hyundai official dealers); British Virgin Islands JAN 2014 - DEC 2016

- Designed and proposed different advertisement posts for social media (Facebook, Instagram and Twitter).
- Organized, led, and managed all company's external and outdoor events.

**Marketing and PR Freelancer/ Social Media Expert** British Virgin Islands. JAN 2014 - DEC 2017

- Handled on average nine social media accounts ranging from Beach resorts, electronic equipment retailer, Travel and Tourism, and others.

**Graphic Designer & Editor** at Business & MIHTAB Magazine; Erbil, Iraq JAN 2012 - JUNE 2013

## Education

**Master's Degree in Public Relations** at Strayer University; Washington D.C., United States OCT 2015 - FEB 2017

- Graduated with Honors.

**Bachelor of Arts** at American University of Science and Technology; Beirut, Lebanon OCT 2011 - JUNE 2015

- Graduated Salutatorian with High Honors.

## Skills & Abilities

**Languages:** English (Native); French (Medium); Arabic (Fluent).

**Computer Skills:** Expertise in Adobe Photoshop, Adobe Illustrator, Adobe Communications, Microsoft Office, and others.

## REFERENCES

Available upon request