

# Usama Saleem

## ABOUT ME

A dynamic Business Development Professional with strong IT background having a proven record of generating and building relationships, managing projects from concepts to completion. Skilled in building cross functional team, demonstrating exceptional communication skills and making critical decisions during challenges. An adoptable and transformational leader with an ability to work independently, Creating and implementing effective strategies and Policies to develop opportunities that further establish organizational goals.

## Qualification

A Master of Business Administration degree (MBA) from Australia and bachelor of engineering degree (BEng) from United Kingdom. Quality Management System (ISO 9001), and Environmental Management system (ISO 14001) certificates from Bureau Veritas (France).

## CAREER

**Business Development Manager** – *ORYX Mix Concrete Products, L.L.C*  
*Fujairah 2013 - 2020*

- Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
- Maintaining our social media presence across all digital channels
- Measuring and reporting on the performance of all digital marketing campaigns
- Development and execution of new strategies, ideas and services on business trends with a view to improve profitability
- Development and Implementation of Quality Management system ISO 9001:2008 and Environmental Management System ISO 14001
- Managing Projects from concepts to completion.
- Improvement of the company's structure and workability through assessing weaknesses and suggesting controls and solutions to develop a new business model
- Using knowledge of the market and competitors to identify and develop the company's unique selling propositions and differentiation strategy.
- Monitoring market trends and oversees advertising and marketing activities to ensure the right message is delivered for product and service.

**Asst. IT Manager Cum Marketing Executive** – *Orimix Concrete Products L.L.C Fujairah 2010 – 2013*

- In charge of IT Department
- Implementation of IT strategies and policy
- Supervise all daily and weekly IT procedures, report directly to CEO
- Design; Implement Preventive Maintenance for all IT hardware & Software
- Implementation of Enterprise resource planning software
- Responsible for all IT related issues
- Develop integrated marketing campaigns
- Managing the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters and DVDs;
- Arranging the effective distribution of marketing materials;
- Organizing and attending events such as conferences, seminars, receptions and exhibitions.

**Network Engineer** – *Fujairah Seaport Authority 2009 – 2010*

- Maximizing network performance by monitoring performance, troubleshooting network problems and outages, scheduling upgrades and collaborating with network architects on network optimization.
- Undertaking data network fault investigations in local and wide area environments, using information from multiple sources;
- Securing network system by establishing and enforcing policies, and defining and monitoring access.
- The support and administration of firewall environments in line with IT security policy.

## Synopsis of Achievements

- Developed and executed several Business development strategies, resulted in improved profitability
- Successful implementation of Quality Management System (ISO 9001, ISO14001)
- Execution of a well-organized advertisement campaign
- Developed Professional Corporate Branding image of the organisation that resulted in higher profitability.
- Implementation of ERP Software

## Skills

- Software Implementation
- Project Management
- Strategies and policies formation and implementation
- Team Management
- Strategic Management
- Brand Formation and Management
- Digital Marketing
- Internal and External Audit
- Communication Skills
- Problem Solving

## EDUCATION

- 2013 – 2015 **Murdoch University (Australia)**  
**Master in Business Administration – MBA**
- 2006 - 2009 **University of Glamorgan (United Kingdom)**  
**BEng(Hons)Electronics & Communication Engineering**
- 2005 – 2006 **University of Glamorgan (United Kingdom)**  
**Foundation in Electronics and Computer**
- 2003 – 2005 **P.I.S.F School (United Arab Emirates)**  
**Higher Secondary Education**

## Certification / Training

- Certified Lead Auditor - ISO 9001, Quality Management System
- Certified Lead Auditor - ISO 14001 Environmental Management System
- Cisco certified network associate (CCNA)
- Enhance Business Productivity (by Oracle)
- Public Speaking and Presentation Seminar
- Enterprise Resource Planning – ERP
- Professional of Branding and Advertisement

## PERSONAL DETAILS

- **D.O.B** : 23/03/1985
- **Driving license** : Holding UAE Driving **License**
- **Languages** : English, Arabic, Urdu , Hindi, Pashto