

Mohammed M. Salameh

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Personal Information:

Date of birth: 21, Jan 1981

Nationality: Jordanian

Summary

Marcom consultant; holding an MBA in Change & Innovation, concrete background in traditional and digital communications in academia and business, Ten Years' experience in advertising, Branding and Marketing. Specialized in Social Media, entrepreneurship, Innovation and online marketing. Fluent in English and Arabic. Looking for new challenges, eager to develop Tailor-made and innovative solutions.

Education:

- **Paul Cézanne University (Aix-Marseille III) – France**
IAE Graduate School of Management
MBA, Change and Innovation, 2009
- **Paul Cézanne University (Aix-Marseille III) – France**
Masters in General Management, 2008
- **Petra University - Jordan**
BSc, Communications - Graphic Design, 2002

Experience:

- **Branding Lecturer at An Najah National University**
January 2006 – Present
Accomplishments
 - Instructed (typography, digital graphics, new media, and Branding).
 - Stimulated student's creative thinking and coached the prospected graduates.
 - Developed new courses in design management, marketing and brand management for graphic designers.
 - Organized and developed School of Visual Arts' 3rd and 4th year curriculum's that met the Supreme Educational Council's standards.
 - Represented the faculty in various NGOs and governmental activities.
 - Planned and managed numerous events and exhibitions.
 - Acted as a Member at the Graduate Affairs committee, International Relations committee and international exchange students committee.
 - Chaired the Graduation committee Jury for 4 years.
 - Improved the market readiness and employability of graduates through an intensive coaching program.
- **MARCOM consultant at eSolutions - Social Media & Web Development Agency**
February 2010 – Present
Accomplishments
 - Conceptualized and Created several Social Media Campaigns using different mediums and networks.
 - Consulted, Trained and drafted various high profile clients' digital media strategies, such as;
 - **PALTEL Telecommunications Group**: Trained Marcom employees about social media and online branding assisted in the creation of different Facebook contests and campaigns.
 - **Zain Jo**: Designed an online photo contest campaign.
 - **LG**: Aligned the marketing goals with the social media campaign for the New IPS monitor Launch in the Levant.
 - **Palestinian Tourism Ministry**: Designed, developed and implemented the new web portal and launched an offline awareness campaign targeting domestic tourists.
 - **Palestinian YellowPages**: Designed and implemented a 360 degrees branding campaign, one of the most successful online referral campaigns in Palestine. Managed to increase their online engagement and increased their loyal online audience to 100K in 40 days.
 - **Anabtawi Group**: created and organized their 10 FMCG brands' online presence strategies and coached the social media team.
 - Developed various social media monitoring applications.
 - Managed in house social media management team, which manages more than 20 different businesses' social channels.
 - Lectured and trained different business owners and their employees about digital media.
- **Part Time Trainer at AMIDEAST**
(A leading American non-profit organization engaged in international education, training and development activities in the Middle East and North Africa.)
April 2006 - Present
Accomplishments

- Instructed Public Speaking, Leadership development, Time Management , Innovation and Entrepreneurships
- Trained Youth Exchange and Study (YES) program students.
- Enhanced students skills through various well designed seminars.
- Cultural enrichment and community service activities.
- lectured and coached students in Camp Discovery, focusing on English language learning, artistic self-expression, and scientific discovery

▪ **Graphic Designer at Ogilvy advertising agency**

January 2003 - December 2005

Accomplishments and duties

- Designed, executed and presented various advertising campaigns.
- Worked with major global clients such as Dove, president cheese.
- Brain storming sessions for various Advertising Campaigns.
- Design concepts and follow up with account executives for all related publications and printed materials.

Communities and Associations

- **Ramallah Startup weekend:** participated as a judge and a mentor during an intense 54 hour event which focused on building a web or mobile application which could form the basis of a credible business over the course of a weekend
- **Peeks:** a community-based grassroots organization established to contribute to the development of a knowledge-based economy in Palestine by engaging students, professionals, industry experts, and expats through widely-accessible and highly-collaborative events and activities
- **Demo:** a community based in Nablus, Palestine targeting IT students and Graphic Designers, teaching them innovation, entrepreneurship and public speaking skills.
- **Zajel :**International Youth Exchange Program at An Najah National University
- **Entrepreneurs Palestine:** an community gathering Palestinian Developers and visionaries.
- Board member **at The Center for Excellence in Learning and Teaching.**
- Consultant and a board member at the committee of public relations and in **Nablus Governorate.**
- Board member **Palestinian Art and Folklore Conference**

Workshops and international seminars

Brand Management seminar

IAE-Aix en Provence, France
Nov.2009

Professor, Dwight Merunka (USA)

Brands management course focusing on brands, products and the related marketing decisions

Consumer Behavior seminar

IAE-Aix en Provence, France
Oct.2009

Professor, Virginie De-Barnier (France)

The objective of this workshop was to have a wider perspective on the characteristics and attributes which influence the consumers buying decisions, and how to apply it effectively in advertising and media.

Global Presentation and Public Speaking Skills seminar

Paul Cézanne university, France
Jun.2009

Professor, Nathalie KLEINSCHMIT (Canada)

Great seminar targeting commercial managers of international advertising agencies who wanted to acquire an easy, yet effective approach to making presentations

Design for the other worlds workshop

Paul Cézanne university, France
Mar.2009

Professor, Kishor Munshi(India)

The objective of this one week intensive workshop is to have broader understanding of the World around us and beyond, develop a global mind set and relate it to development of new businesses and market opportunities

Design management and design driven innovation

Politecnico di Milano University
Italy

Professor, Roberto Verganti(Italy)

One week intensive course, seminars, and group presentations which aims to developed radical innovations driven by design, and shows that the radical innovation of meanings is a key factor at the upstart of an industry, when technology is still in the fluid phase.

Integrated branding :a 360 degrees approach workshop

Paul Cézanne university, France
Nov.2008

Professor ,Rutu Mody KAMDAR(India)

Branding workshop for one week which aims to equip, plan, strategies and implement integrated branding programs by means of live case studies.

01, 02, 03 Creative Waves

Sydney-Australia
Mar.2005

International Student Online Project

Photography Workshop about (Shooting, editing and posting images online) discussed later on in co-operation with many professionals in photography, international designers and lecturers.

ICOGRADA design week

Bilgi University-Istanbul-Turkey
Jan.2004

International Student Online Project

Typography Workshop through an intensive week about the different approaches to communication symbols and fonts from international designers points of views.

Topics included (building a new communication system, design with type, and dealing with letters and fonts as artistic shape)

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ICOGRADA design week

Bilgi University-Istanbul-Turkey

Feb.2004

Building Bridges Seminars

Bilgi University-Istanbul-Turkey

Award-winning designers worldwide exhibited & discussed their work including; Designing the visual identity of Qatar- by Tarek Atrissi, the Development of type design in Russia- by Tagir Safayev, The Hangul Typographer- by Ahn Sang Soo, & Athens 2004 Olympics' corporate identity- by Theodora Mantzaris

Voluntary Work:

- **Jan.2010**
Volunteer at the UNDP Women's Empowerment program in Palestine, which aims to reduce poverty and increase democratic governance. This was accomplished by helping them communicate effectively with their targeted audience through different self-designed mediums.
- **Mar.2010**
Volunteer at EXPOSTE organization; which offers professional training in Palestine for fresh graduates, and opportunities for international internships in different fields.
- **May.2007**
Volunteer at "family and youth forum" in Nablus, which enhances the Palestinian youth knowledge in IT and Art.
- **May.2007-present**
Volunteer at **Project Hope** –Nablus, a non-profit volunteer organization, whose goal is to provide a participatory, educational space for war-affected children in the Near East.
- **Nov. 2005 Amman Murals**
Volunteered at the "Murals for the victims of the terrorist attacks" exhibited at Radisson SAS; in
- Cooperation with Petra University, Amman Municipality, and Jordan TV.

Interests:

- Sports, Technology, Media & Communication, Politics, Change Management, Internet, Innovation

Personal Profile & skills

- Enthusiastic professional, responsible person and computer literate.
- Proven leadership abilities in working within a team and handling multiple tasks.
- Great adaptability to any enterprise's environment.

Specialties

- Innovation and Change Management
- International Branding
- Social Media Marketing
- Corporate communications.