

# Haider Salih

## MEAN Marketing Manager

A goal-oriented marketing expert with natural talents in developing and implementing successful strategies, driving profits, increasing market shares, and strengthening customer dominance. Hardworking, performance-oriented leader offering proven expertise in project development, team supervision, and campaign enhancement. Prepared to bring 12+ years of progressive experience and take on a challenging position with the opportunity to make a lasting impact on company and customer success.



## Work History

2023-03 -  
Current

### MENA Marketing Manager

*Transsion Holdings, Al Riyadh - Saudi Arabia*

- Boosted sales performance through creation of engaging promotional materials and targeted advertising strategies.
- Led a team of marketing professionals to deliver high-quality campaigns on time and within budget.
- Mentored junior team members, providing guidance and support to foster professional growth and skill development within the marketing department.
- Organized successful trade show exhibits, showcasing products or services effectively to potential customers or partners.
- Spearheaded product launches, collaborating with product development teams to create comprehensive go-to-market strategies that drive sales growth.
- Developed creative briefs for internal designers, ensuring alignment with overall marketing objectives and brand guidelines.
- Conducted thorough competitor analysis to stay ahead of industry trends and maintain a competitive edge in the market space.



## Contact

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### LinkedIn

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- Enhanced company reputation through successful public relations initiatives and positive media coverage.
- Managed budgets, allocating funds strategically towards high-impact initiatives that supported overall business goals.
- Collaborated with cross-functional teams to ensure consistent branding across all company touchpoints and communications channels.
- Increased brand awareness by developing and implementing strategic marketing campaigns.
- Negotiated partnerships with key influencers, maximizing brand exposure in target markets.
- Managed social media accounts for optimal audience engagement and increased online presence.
- Established strong relationships with media outlets through regular outreach efforts, securing valuable press coverage for company news and events.

2020-10 -  
2023-03

## **Senior Media and Marketing Manager - Marketing Dept.**

***Huawei Technologies Co., Ltd / Marketing Dept. / Iraq Device Business, CBG Iraq, Baghdad - Iraq***

- Managing the marketing activities for the company within the marketing department
- Developing the marketing strategy for the company in line with company objectives
- Complete the research and formulation of outdoor media placement strategies
- Monitoring and execution of outdoor projects, carrying out effective process management and control, and completing related work; Coordinating marketing campaigns with sales activities
- Managed budgets, allocating funds strategically towards high-impact initiatives that supported overall business goals.



## **Skills**

Huawei CSOFTX3000  
(Local Maintenance Terminal)

Data Analytics

Budget Administration

Customer Acquisition

Partnership Development

Public and Media Relations

Digital Marketing

Social Media Marketing

Project Management

Staff Management

Brand Development

Campaign Management

P&L Management

Marketing campaign development

Business Development

Marketing Analytics

Strategic Planning

Corporate Communications

Campaign Planning

Professionalism

Marketing strategy

Time Management

- Creating and executing all marketing material in line with marketing plans.
- Conducted thorough competitor analysis to stay ahead of industry trends and maintain a competitive edge in the market space.
- Delivered compelling presentations to stakeholders, demonstrating the value of proposed marketing initiatives in driving business results.
- Organized successful trade show exhibits, showcasing products or services effectively to potential customers or partners.
- Established strong relationships with media outlets through regular outreach efforts, securing valuable press coverage for company news and events.
- Negotiated partnerships with key influencers, maximizing brand exposure in target markets.

2018-07 -  
2020-09

## **Public Relations Manager - Marketing Dept.**

***Huawei Technologies Co., Ltd / Marketing Dept. / Iraq Device Business, CBG Iraq, Baghdad - Iraq***

- Planning and implementing Marketing and PR strategies in Parallel
- Managing the PR aspect of a potential crisis
- Managing inquiries from media, individuals, and other organizations
- Researching, writing, and distributing press releases to targeted media
- Planning publicity strategies and campaigns
- Organizing events, including press conferences, exhibitions
- Managing and sharing content with users on social media sites
- Analyzing media coverage
- Distributing information about new promotional opportunities and current PR campaign progress

- Planning and implementing promotional and advertising campaigns (OOH, Radio, TV, etc.)
- Manage and improve lead generation campaigns, measuring results
- Monitor and report on the effectiveness of marketing communications
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Conducted thorough media analysis to identify trends and insights that informed future PR strategies.
- Implemented social media campaigns that complemented traditional PR efforts, extending the reach of the brand message.

2016-01 -  
2018-07

## **Senior Exchange Executive/ Planning & Buying**

### ***Mindshare Iraq - Part of WPP GroupM, Marketing and Advertising group, Baghdad - Iraq***

- Planning for the company's main clients (Zain, Huawei, and IFlix)
- Reporting & Monitoring:  
Monthly monitoring report for OOH, TV, and Radio  
Monthly competitive reports (IPSOS) and the Weekly Status Report
- Invoicing
- Monthly Acceptance documents
- Activation & Promotion
- Maintaining and sustaining the relationship with all suppliers that have joint business with (OOH, TV, Radio, Press, Cinema, etc.).
- Enhanced team productivity by conducting regular performance reviews and providing constructive feedback.
- Monitored progress against milestones, adjusting plans as necessary to ensure timely delivery of high-quality results.

- Optimized budget allocation by closely monitoring expenditures and identifying cost-saving opportunities throughout the planning process.

2011-06 -  
2015-12

## **Senior BSS - NOC Engineer**

***Itisaluna co. Iraq, Baghdad - Iraq***

- Network monitoring: For all Network Equipment's (Daily)
- BTS alarms report: Site's alarms status reports (Weekly)
- KPI reports: M2000 Report (Daily)
- Support to field Engineer: O&M, RF, and BSS
- BTS commissioning: Cooperation with BSC engineer plan
- Sites outage reports (Weekly)
- Night shift & log reports: (weekly)
- Network monitoring report: (every 3 hours).
- Resolved critical issues during system integration phases, ensuring seamless transitions between design iterations.
- Championed environmental sustainability initiatives by integrating eco-friendly practices into engineering designs.
- Designed custom tools and equipment, increasing overall process effectiveness and safety in workplace



## **Education**

2004-05 -  
2008-05

## **Master of Science: Control And Systems Engineering**

***University of Technology - Baghdad - Iraq***

The University of Technology is one of Iraq's most prominent universities, located in Baghdad, Iraq, founded in 1964. The university specializes in Engineering, Computer Sciences, and Applied Sciences and Technologies. Bachelor of Science

(B.Sc. in Computer Engineering), 5th rank out of 44 students. B.Sc. in Computer Engineering awards after completion of four years of study. Graduation project: 'Color Image Identification based on 2-D Power Spectrum based on Neural Network.' 95.60% score achieved for this project.

2003-05 -  
2005-05

## High School Diploma

*Al-Kindy High School - Baghdad - Iraq*

88.00% score achieved in bachelor exam.



## Languages

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Arabic - mother tongue

English - speaking, comprehension, and writing.



## Awards

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- 01/24/19, Huawei Technologies Co., Ltd | CBG Iraq, Certificate of Merit, Dedication At Work During 2018
- 12/27/19, Huawei Technologies Co., Ltd | CBG Iraq, Certification of Excellence, Awarded to one employee per year
- 06/01/21, Huawei Technologies Co., Ltd | CBG Iraq, 2021 Iraq Spark Award, Passionate Iraq
- 12/20/21, Huawei Technologies Co., Ltd | CBG Iraq, Annual Gold Medal Star, Best Employee of 2021
- 01/04/22, Huawei Technologies Co., Ltd | CBG Iraq, 2022 Iraq Spark Award, Passionate Iraq
- 12/20/22, Huawei Technologies Co., Ltd | CBG Iraq, Annual Gold Medal Star, Best Employee of 2022
- 12/27/22, Huawei Technologies Co., Ltd | CBG Iraq, Certification of Excellence, Awarded to one employee per year