

ahmed rafa

Contact

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PROFILE

Digital Marketing and Media Specialist with over 3 years of experience in managing social media accounts, designing and executing marketing campaigns, and coordinating with design and content teams to ensure visual consistency. Fluent in Arabic and English, with strong skills in campaign planning, performance analysis, and audience targeting. Experienced in creating engaging content that enhances brand presence and delivers measurable results across various digital platforms. Currently residing in Erbil

Work Experience

QAF LAB

Business incubator

- At Qaf Lab, I worked as a Front-End Developer, receiving training on the Notion system. I also trained with Qaf Lab's partner company, AlRabea, which specializes in financial management and the Iraqi stock market. I played a key role in completing technical projects hosted by Qaf Lab, providing front-end development support and offering financial advice and guidance on grants.

Hot iq deals

Specialized in dropshipping & affiliate marketing

- At Hot IQ Deals in Erbil, I was responsible for managing the company's website and social media accounts, as well as planning and executing targeted digital advertising campaigns aligned with the company's budget and capabilities. I also provided support and consulting to the team in the area of social media advertising, based on specialized training I received from Meta as part of a digital marketing skill development program.

Tiababa Tech

- I participated in the founding of Tiababa Tech, a digital startup aimed at developing a comprehensive medical system for managing appointments, patients, and medical records. I was responsible for setting the vision, overseeing development phases, selecting the technical team, and building partnerships while expanding the customer base. My focus was on delivering solutions that leverage artificial intelligence and cloud storage to enhance operational efficiency in clinics and healthcare centers

Mosul Municipality Department

I worked in the public sector at the Mosul Municipality Department, where I developed the official municipality website and worked on a system for organizing tenders for land parcels in Mosul Municipality. I collaborated with a team of skilled engineers in the technical field for the public sector, with a contract duration of 3 months.

AL-Mustawfi Group – Teammart August 2024 – Present

- Led the marketing department for one of Iraq's leading retail chains, overseeing strategic planning and execution of campaigns across 23+ supermarket branches. Developed and implemented data-driven marketing strategies, enhanced brand visibility, and collaborated closely with sales and operations teams to drive growth and customer engagement. Successfully managed a creative team and delivered consistent brand messaging aligned with corporate goals

zain

- I delivered lectures at Zain as part of the company's initiative to support youth and raise awareness about system protection and cybersecurity threats. The training program lasted for 90 days and focused on educating participants about key concepts in cybersecurity and defensive strategies.

Freelance

- I have worked independently in the field of design, with a focus on creating complete visual identities for various projects.
- My work also included providing audience targeting services, tailored to each project's nature and strategic direction.

ADDITIONAL EXPERTISE

I have advanced experience in the field of AI Agents and their applications in enhancing operational efficiency within large companies by automating routine tasks.

I have designed and developed intelligent tools for the Human Resources department aimed at fully automating the recruitment process — including candidate screening and classification based on their skills and compatibility with the workplace environment — leveraging artificial intelligence technologies. These tools are still under development and represent a strategic step toward digital transformation in human resource management.

GRANT

Microsoft for Startups Founders Hub Grant – includes cloud, AI tools

I received a grant from Microsoft to support startups, which included access to cloud storage, AI applications for businesses, and the Microsoft digital marketing network. This support aims to assist me in developing Tiababa to provide advanced technical medical services

SKILL

- Social Media Management (Meta Business Suite, Instagram, LinkedIn)
- Notion
- Figma (ux/ui)
- Photoshop
- n8n AI Agent Systems Development (Finance & HR automation)
- Reporting & Performance Analysis

EDUCATION

University of Mosul 2022

I graduated from the University of Mosul with a Bachelor's degree in Computer Engineering

Meta Front-End Developer Certificate (Meta Professional Certificate – Coursera)
