

# Hossein Zobeidi

---

[29 Years] • [Kuwait] • [18 Visa] • [24activemanagement@gmail.com] • [Immediately]

**[Business Development] | [UI/UX] | [Web & App Development] | [Marketing]**

Accomplished Digital Marketing Specialist with a profound background in Graphic Design, Marketing, Business Development, and Web & App Development. Demonstrated expertise in formulating and executing highly effective social media strategies and campaigns. Proficient in Adobe Creative Suite, Web Development, SEO, content creation, and digital Marketing. Eager to take on a challenging senior role.

## WORK EXPERIENCE

---

**Freelancer/Contractor Business Development – UI/UX Designer – Web/App Development – Marketing Management (Remote) - (Hybrid) – (In-Site) | April 2020 – Present**

### ***UX/UI Graphic Design Artwork Field:***

- Utilized Adobe Creative suite, Photoshop and Illustrator for Branding and Vector Artworks.
- Proficiently managed editorial layouts, website pages, app layouts, magazines, proposals, and profiles using Adobe InDesign and Adobe XD.
- Collaborated with developers and gathered feedback through Figma for UI/UX Web/App design and prototyping.
- Employed AI tools like Midjourney and stable diffusion for digital art and creativity.
- Executed Branding and Packaging projects with precision.

### Experience Field:

- Logo & Branding Artwork
- Graphics Vectors
- Image Editing
- Website Pages
- App Layout
- Proposals
- Profiles
  
- Video Editing
- Simple Motion Graphics

### *Digital Marketing & Ad Field:*

- Successfully devised, designed, and executed digital marketing campaigns for diverse clients, brands, and startups.
- Crafted engaging visual content tailored for various social media platforms.
- Spearheaded digital campaigns including Google Adword Search Engine Recognition & Appearance, Website & App Traffic SEO, Web & App Banner Ads, social media Sponsored Ads, YouTube Ads, and Email Shoots.
- Managed physical campaigns encompassing internal advertisements, street and building ads, exhibits and events, newspapers, giveaways, and stickers.

### Experience Field:

#### Marketing Strategy Planning

- Market Study
  - Target Market
  - Geographics
  - Platforms
  - Suppliers
  - Budget
  - Trends
- Digital Campaigns
    - Search Engine Recognition & Appearance
    - Website & App Traffic SEO Ranking
    - Web & App Ad creation
    - Social Media content
    - Sponsored Ads
    - Google Ads + YouTube Ads
    - Facebook & Social Media
    - Cinema, TV, Radio Ads
    - Emails & SMS
    - Data Analysis
  - \* Physical Campaigns
    - Internal Advertisements
    - Street & Building Ads
    - Exhibits & Events
    - Newspapers
    - Giveaways
    - Stickers
    - Flyers
    - Cards

**Graphic Designer & Marketing Manager - Ambition Academy, Kuwait | March 2019 - February 2020**

- Formulated and executed a comprehensive social media strategy resulting in a 50% increase in website traffic and a 35% rise in lead generation.
- Effectively managed and optimized digital Ad campaigns across various platforms.
- Produced engaging daily visual content, posts, stories, and snaps, resulting in a 45% increase in social media engagement and reach.

**Business Development Manager - Ambition Academy, Kuwait | November 2017 - March 2019**

- Designed and implemented customized software systems, including QuickBooks, HR management, and CRM, resulting in workflow efficiency improvements.
- Established partnerships and collaborations with Oxford University for English Language programs.
- Pioneered the introduction of Computer-based IELTS Test in our own location, partnering with British Council.
- Managed the development of a new website and online level testing, doubling course registration and generating leads for the sales team.
- Developed annual business plans, objectives/KPIs, and financial reports.
- Conducted research and development regarding the latest technologies and tools for smart classes and online learning management systems (LMS).

**Facilities Management Department Head at Suffix Sport Management company, Kuwait | April 2014 - May 2017**

- Effectively managed three well-known sport facilities in Kuwait, ensuring customer satisfaction and compliance with safety standards.
- Led a team of 8 employees, overseeing recruitment and training.
- Orchestrated business planning, sales teams, marketing campaigns, facilities maintenance, and development projects, including systems, websites, bookings, and reporting.
- Implemented budget reduction strategies, resulting in a 30% decrease in operational and maintenance costs while maintaining service quality.
- Managed leading sport events in the country, including Gulf Bank 642 Marathon, Flying Start Triathlon, Battle of the East Battle, Gulf Run Karting Endurance Race, Extremesports Skatepark Championship, and Spower Soccer Championships.

## **Photographer & Graphic Designer Ministry of Information, Al Kuwait, Kuwait | February 2012 - March 2014**

- Captured high-quality photographs and produced captivating visuals for various events and campaigns.
- Collaborated with actors and directors to create promotional materials.
- Designed marketing collateral and graphics for print and digital media, receiving recognition for creativity and professionalism.

## **EDUCATION**

---

Business Management Arab Open University – Kuwait

Diploma, Microsoft Office Higher Education Institute, Al Kuwait, Kuwait | July 2011

Diploma, Adobe Creative Suite Higher Education Institution, Al Kuwait, Kuwait | June 2010

Diploma, Computer Science Iranian Higher Education School in Kuwait (2<sup>nd</sup> Highest grade in school + 1<sup>st</sup> in Graduation Project in the country) | June 2010

## **LANGUAGES**

---

- Arabic (Native)
- Persian (Expert)
- English (Expert)

## **FUN FACTS**

---

- Experience Years:  
11 Year
- Certificates  
4
- Awards  
3

## **Portfolio**

---

Please View my Resume & Portfolio on: [zobeidi.com](http://zobeidi.com)