

Business Development Manager

Results-oriented marketing professional with 15+ years of expertise in education, instructional design, and business administration with focus on sales & marketing, research, and analytics.

Demonstrated leadership, project management, and strategic communication skills. Expert in devising marketing strategies, nurturing client relationships, and achieving successful outcomes. Proficient in harnessing technology and digital platforms for effective marketing endeavors. Skilled at connecting educational insights with marketing strategies. Track record of designing and implementing high-impact marketing campaigns through analyzing market trends, identifying opportunities, and tailoring approaches for target audiences. Adept at steering teams and fostering collaboration among diverse stakeholders. Experienced in overseeing educational initiatives and managing intricate projects utilizing technological tools for research, content development, and optimizing marketing efforts.

Career Experience

USNews / USNCA, Chicago, IL

2021 – Present

Senior College Advisor/College Advisor

Managed enrollment processes for undergraduate and graduate students at domestic and international schools, including Ivy League and specialized schools. Created online seminars, editorial features, discussion forums, and frequent internal correspondence to improve institution's foundation and enable students to make better decisions. Spearheaded data-driven recommendations for expansion opportunities, translating into tangible successes over time. Directed and guided annual caseload of 40+ clientele, achieving affirmative outcomes through strategic guidance and meticulous consultation.

- Achieved 90% success rate in managing applications for higher education institutions at both local and global scales, encompassing Ivy League and specialized schools.
- Achieved 95% admission success across top colleges and traditional enrollment channels by providing well-informed advice sessions to match students with top universities.

Progress Educational Consultancy, Kuwait City, Kuwait and Wisconsin

2018 – Present

Managing Director & Educational Consultant

Provided expert advice and mentorship to individuals regarding personal and career growth. Created and evaluated curricula based on outcomes and competencies, guaranteeing harmony with educational goals and sector norms. Performed institutional investigations and advisory services to propel educational progress, enhance curricular offerings, and appraise different tiers of education. Collaborated with external partners to conduct comprehensive analyses, including program-centric, departmental, institutional, and cross-comparison assessments, fostering advancement.

- Engaged international clientele to facilitate higher educational exchange initiatives.
- Attained 100% success rate in aiding clients to reach objectives.
- Assessed and enhanced learning environments by recognizing obstacles and enacting remedies to elevate educational settings' efficiency.
- Delivered educational research to varied audiences, showcasing insights and discoveries through multi-dimensional approach.

SANAD Foundation, Mishref, Kuwait

2008 – Present

Board Member/Research & Development Specialist, Special Needs Education

Conducted thorough research, delivered engaging presentations, and provided informative lectures on subjects pertinent to special needs education. Spearheaded role of instructional designer and led research and development team, instrumental in advancing special needs education in Kuwait. Prioritized utilization of play-based and hybrid teaching approaches, supported by funding from Kuwaiti Government. Led and oversaw teams focused on research and development, fostering culture of innovation to continually enhance special needs education.

- Enhanced learning outcomes for students with special needs by implementing play-based learning methods and integrating technology to elevate educational experiences.

- Contributed actively to collaborative initiatives aimed at center improvement and served as prominent representative for both local and international educational communities.
- Innovated creation of instructional resources, drawing upon established best practices and research findings to craft impactful learning opportunities for diverse learner groups.

Sheikh Jaber Al-Ahmad Cultural Center & JACC Music School, Kuwait
 Director of Education/Marketing Specialist/Public Relations Specialist

2018 – 2020

Designed performance metrics for both students and instructors, optimizing learning settings and results. Orchestrated student selection process every term, involving stakeholders and identifying exceptional candidates. Employed specialized communication platforms and specific social media channels to publicize audition procedures. Initiated diverse marketing initiatives to promote auditions, harnessing various communication channels for optimal outreach.

- Pioneered establishment of school's brand and structure, overseeing initial operations and fostering strong community ties.
- Cultivated global connections by collaborating with international professionals and programs, broadening perspectives for students and staff.
- Aligned operational strategies with school objectives, ensuring success and expansion in both short and long terms.

Additional Experience

Instructional Designer & Educator, Udemy, Boston, MA

KFSAC/Debate Instructor and Judge Panel Specialist, Al-Bayan Bilingual School, Hawally, Kuwait

Director of Operations, Educational Consultant, & Educator, Let's Get Learning!, Boston, MA

Mentor, College of Professional Studies Mentor Collective, Northeastern University, Boston, MA

Managing Captain, Kuwait Tennis Federation, Mishref, Kuwait

Managing Director, ANDUSTeam, Kuwait

Administration and Public Relations Senior Officer, Mohammed Abdulmohsin Al-Kharafi & Sons for General Trading, General Contracting and Industrial Structures W.L.L., Kuwait

Student Affairs Officer, Australian College of Kuwait, Mishref, Kuwait

Public Relations Manager, Team Manager, and Captain, Kuwait Olympic Committee, Hawally, Kuwait

Non-Contract Coach, Boston Athletic Club, Boston, MA

Director of Operations, Goodness in Life Bakery, Kuwait

Professional Coach/Trainer/Youth Development Lead, LifeTime Inc, Minnetonka, MN

Education & Qualifications

Master of Education, eLearning and Instructional Design, College of Professional Studies, Northeastern University, Boston, MA

Bachelor of Arts, Business Administration-Accounting, College of Business Administration, Kuwait University, Shuwaikh, Kuwait

Non-Degree, Psychology, Blackhawk College, Moline, IL

Recognizing and Mitigating Trauma for Personal Holistic Well-being and Professional Practice, Northeastern University, Boston, MA

Effective Crisis Communication, Certification: Northeastern University, Boston, MA

Massachusetts Tests for Educator Licenses: Communication and Literacy 1 & 2 (Licensure ID: 54849893), Massachusetts Department of Elementary and Secondary Education, Malden, MA

Languages

English, Fluent

Arabic, Fluent

Spanish, Beginner

German, Beginner

French, Beginner

References available upon request.