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# AHMAD EL-NAJJAR



## EDUCATION

### Master of Arts, International Affairs

American University of Paris

Graduate Degree 2012 GPA 3.23/4

Masters Thesis: *The Road to Immortality: Complicity, Guilt, and the Legacy of Nuclear Death*



### Certificate, International Human Rights Law

University of Oxford

Certificate 2010



### Bachelor of Arts, International Studies

University of Washington

Undergraduate Degree 2009 GPA 3.35/4



## PROFESSIONAL EXPERIENCE

### SENIOR DIGITAL MARKETING MANAGER TOWNSQUARED SEPT2014-PRESENT

- Led a team of engineers, product, UX, and creative design to implement various product initiatives for a Series B start-up in the B2B sector.
- Led SEO/SEM of desktop and mobile sites by implementing a comprehensive SEO/SEM strategy and improved user experience. This translated to increased rankings, conversion and demand growth.
- Integration of content management with internal and external parties which resulted in a cost savings and overall increase of keyword rankings.
- Led a team of designers and developers to improve site navigation and raise organic search which translated into increased conversion by 50%.
- Increased growth of market share by 850% over a 1 year period through innovative changes to the core product. Increased engagement by 200% through influencer and product changes



TOWNSQUARED

### PROJECT MANAGER CITY OF SAN FRANCISCO OCT2013-SEPT2014

- Managed B2B product roll-out of the SF311 app to San Francisco SMEs
- Planned, organized, directed, and controlled \$12.5M in neighborhood infrastructure projects from concept through design and construction to close-out.
- Prepared and monitored project budgets including obtaining funding; overseeing planning and conceptual design; coordinated work of a multidisciplinary technical team across organization.



### COMMUNICATIONS DIRECTOR CITY OF SAN FRANCISCO JAN2012-OCT2013

- Served as Communications Director to an elected California government official
- Worked in a liaison capacity in connection with the development and execution of programs and projects on the City, regional, state and federal level.
- Prepared resolutions, ordinances, speeches, correspondence and other legislative materials of a varied nature.
- Managed office staff and all external communications



**POLITICAL CAMPAIGN MANAGER** ERWIN AND MUIR CONSULTING JULY2011-JAN2012

- Maintained in depth knowledge of candidate's work on issues important to San Francisco residents; maintained knowledge of particular issues and coordinating meetings with stakeholders, press and other earned media opportunities
- Worked with campaign staff and volunteers to design and execute field efforts that impact and further campaign goals
- Created special project teams, determining project management roles, budget, tracking, measurements of success, and reporting
- Analyzed benchmarks and key measurements of success for the campaign and met goals consistently
- Managed, delegated, and developed staff and volunteers to meet campaign goals while ensuring that each individual received affirmation and recognition for their work.



**RESEARCH ASSISTANT** CITY OF SAN FRANCISCO JAN2011-JULY2011

- Organized, researched and designed a governmental report on San Francisco's voting system
- Completed quantitative analysis of election trends and environmental review data
- Presented findings to the San Francisco Board of Supervisors, Clean PowerSF , and local community groups
- Managed office correspondence, scheduling, and internal communications



**TEACHING ASSISTANT** AMERICAN UNIVERSITY OF PARIS DEC2009-DEC2010

- Organized, researched and designed a governmental report on San Francisco's voting system
- Completed quantitative analysis of election trends and environmental review data
- Presented findings to the San Francisco Board of Supervisors, Clean PowerSF , and local community groups
- Managed office correspondence, scheduling, and internal communications



**SKILLS**

RESEARCH  
 WRITING  
 PROJECT/PRODUCT MANAGEMENT  
 SCRUM  
 AGILE  
 GOOGLE ANALYTICS CERTIFIED  
 SEO/SEM

**EXPERTISE**

MARKETING  
 COMMUNICATION  
 NEGOTIATION  
 LEADERSHIP  
 RISK MANAGEMENT  
 TIME MANAGEMENT

**REFERENCES**

DR. SUSAN PERRY, PROFESSOR  
 SPERRY@AUP.EDU  
 PROGRAM DIRECTOR,  
 INTERNATIONAL AFFAIRS,  
 AMERICAN UNIVERSITY OF PARIS

BILAL HASSAN  
 BILAL@SMARTCAT.CA  
 CEO  
 SMARTCAT DIGITAL SERVICES