

AMEER MONTHER

OPERATIONS | PROJECT MANAGEMENT | BRAND DEVELOPMENT | MARKETING

Computer Engineer | Operations & Business Management Professional

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EXECUTIVE PROFILE

Computer Engineer and multidisciplinary business professional with a career spanning **operations management, project management, business development, brand development, marketing, digital transformation, creative production, printing, logistics, and technology.**

My professional journey began in 2016 in logistics and distribution, where I developed an early understanding of supply chains, coordination, inventory movement, and operational execution. I subsequently moved into graphic design, printing, production, and digital content before progressing into entrepreneurship, company building, operations leadership, project management, business development, and marketing management.

From 2021 to 2025, I participated in the ****establishment, management, and development of [**Rekalam](#)**, contributing to the company from its earliest stage and helping build its operational, commercial, creative, and administrative structure.

During this period, the organization grew from an initial team of **5 people to 34 technical, creative, and administrative professionals**, while expanding its portfolio across multiple industries and developing capabilities in branding, marketing, content, production, printing, events, digital platforms, web and application development, advertising, and business development.

The company's broader operating record through the end of 2025 included **130+ clients, 476+ projects, 677 advertising campaigns, 31 comprehensive brand guidelines, 1,743 visual productions, and 11,257 creative deliverables.**

In 2026, I moved into a group-level marketing leadership role as **Marketing Manager at Baron Group**, overseeing marketing across a diversified portfolio of businesses spanning beauty and healthcare, security services, fitness, food and hospitality, and floral retail.

My experience combines **business thinking with hands-on operational understanding**, allowing me to connect strategy, people, processes, technology, marketing, creative execution, and commercial objectives.

CAREER OVERVIEW

2016 – 2018

Logistics, Shipping & Distribution
Sewing Machinery World

2018 – 2021

Print Design, Printing, Production & Finishing
Al-Rahoonji Design & Printing

2019 – 2020

Social Media Design
Taxibolt Application

2021 – 2025

Company Establishment, Management, Operations, Projects & Business Development
[Rekalam](#)

2026 – Present

Group Marketing Management
Baron Group

PROFESSIONAL EXPERIENCE

BARON GROUP

Marketing Manager

Baghdad, Iraq | 2026 – Present

Currently responsible for the marketing direction and coordination of **Baron Group**, a diversified group operating across several consumer and service sectors.

The group portfolio includes:

- Beauty Center / Medical & Aesthetic Services
- Security Company
- Gym / Fitness Business
- Restaurant
- Flower Store

The role requires managing different customer segments, business models, brand identities, marketing objectives, and commercial priorities while maintaining strategic alignment across the group.

Marketing Strategy & Management

- Lead marketing planning and strategic direction across the group's business portfolio.
- Translate business objectives into structured marketing initiatives, campaigns, content plans, and commercial activities.
- Develop differentiated marketing approaches for each business according to its market, audience, positioning, and commercial objectives.
- Coordinate marketing priorities across multiple business units.
- Develop short-, medium-, and long-term marketing initiatives.
- Align marketing activity with business objectives, customer acquisition, sales, awareness, and brand development.
- Evaluate market opportunities and translate them into actionable campaigns and initiatives.

Brand Management

- Oversee the development and consistency of brand identities across the group.
- Define and maintain visual and communication direction across customer touchpoints.
- Develop campaign concepts, key messages, headlines, and promotional frameworks.
- Coordinate brand execution across digital and physical environments.
- Ensure consistency between brand strategy, customer experience, content, advertising, and physical presentation.

Campaign & Creative Management

- Plan and supervise integrated marketing campaigns.
- Direct creative concepts and campaign development.
- Coordinate design, content, photography, video, production, and digital advertising requirements.

- Manage promotional campaigns, seasonal offers, awareness initiatives, and service launches.
- Develop content structures for social media and digital channels.
- Review creative outputs to maintain brand and campaign standards.

Digital Marketing

- Oversee digital campaign planning and execution.
- Coordinate paid media and social media activities.
- Develop customer acquisition and awareness initiatives.
- Review campaign performance and adapt marketing activities based on results.
- Support the development of digital customer journeys and conversion-oriented communication.

Cross-Business Coordination

- Work with management and operational teams across different Baron Group businesses.
- Translate operational and commercial requirements into marketing plans.
- Coordinate launches, promotions, campaigns, and brand initiatives across business units.
- Support the development of new services, packages, customer experiences, and commercial opportunities.

REKALAM

Company Establishment, Management, Operations & Business Development

Baghdad, Iraq | 2021 – 2025

[Rekalam](#) represented the most significant company-building phase of my career.

I participated from the beginning in **establishing the company, building its operational and administrative systems, developing its service portfolio, managing projects, developing client relationships, and coordinating multidisciplinary teams.**

The company started with a team of **5 people** and developed into a multidisciplinary organization of **34 technical, creative, and administrative professionals by 2025.**

My role evolved alongside the organization—from direct involvement in project execution and client requirements to broader responsibilities involving operations, team coordination, project management, business development, marketing, technology, production, and organizational development.

ORGANIZATIONAL DEVELOPMENT & LEADERSHIP

- Participated in establishing the company from its initial operating stage.
- Contributed to developing the company's organizational and operational structure.
- Helped scale the team from **5 people to 34 technical, creative, and administrative professionals**.
- Coordinated multidisciplinary teams across management, marketing, design, production, technology, and business functions.
- Developed internal workflows and operating mechanisms to support increasing project volume.
- Helped define responsibilities and improve coordination between different functions.
- Supported resource allocation according to project requirements and organizational priorities.
- Developed processes designed to improve operational consistency and execution quality.
- Participated in building a culture focused on execution, accountability, creativity, and continuous improvement.

OPERATIONS MANAGEMENT

- Managed and coordinated day-to-day operational activities.
- Connected strategic objectives with practical execution.
- Developed workflows for multidisciplinary projects.
- Coordinated project requirements across creative, technical, production, and administrative functions.
- Managed simultaneous project priorities and delivery requirements.
- Developed internal systems to improve workflow visibility and coordination.
- Supported operational planning and resource management.
- Worked with suppliers, partners, production facilities, and external service providers.
- Participated in quality control and delivery management.
- Developed operational solutions as the company expanded into new services and project categories.

PROJECT MANAGEMENT

Managed and coordinated projects across their complete lifecycle, including:

Discovery → Requirements → Planning → Scope → Resources → Creative Development → Production → Execution → Delivery → Review

Key responsibilities included:

- Project scoping and requirement definition.
- Planning deliverables and execution requirements.
- Coordinating multidisciplinary project teams.
- Managing timelines and dependencies.
- Client communication and expectation management.
- Supplier and production coordination.
- Monitoring deliverables and quality.
- Managing changes and execution challenges.
- Supporting final delivery and project closure.

Projects ranged from individual marketing assignments to multidisciplinary engagements involving **strategy, branding, content, production, advertising, printing, digital platforms, events, and physical execution.**

BUSINESS DEVELOPMENT

- Participated in identifying and developing new business opportunities.
 - Developed relationships with clients, companies, brands, suppliers, and strategic partners.
 - Participated in client acquisition and account development.
 - Supported proposal development and service structuring.
 - Participated in pricing and commercial discussions.
 - Helped develop service packages according to market requirements.
 - Evaluated potential partnerships and collaborative opportunities.
 - Supported expansion into new industries and service categories.
 - Participated in developing new business concepts and commercial initiatives.
 - Worked across local and regional collaborations.
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BRAND DEVELOPMENT

Participated in and managed projects covering multiple stages of brand development, including:

- Brand discovery.
- Market and competitor understanding.
- Brand positioning.
- Naming.
- Brand architecture.
- Visual identity development.
- Brand guidelines.
- Communication direction.

- Marketing collateral.
- Packaging and physical brand applications.
- Digital brand implementation.
- Campaign development.
- Brand rollout and execution.

The company completed **31 comprehensive brand guideline projects** during its broader operating period through the end of 2025.

MARKETING & CAMPAIGN MANAGEMENT

- Participated in marketing planning for clients across multiple sectors.
- Developed and coordinated integrated marketing campaigns.
- Managed campaign requirements across creative, production, media, and execution teams.
- Participated in digital and traditional advertising projects.
- Supported content planning and social media operations.
- Developed promotional concepts, offers, campaigns, and customer communication.
- Coordinated marketing activities with client business objectives.
- Worked across awareness, engagement, acquisition, launch, and promotional campaigns.

The company delivered **677 local and regional advertising campaigns** through the end of 2025.

CREATIVE & CONTENT OPERATIONS

- Managed workflows involving designers, content teams, photographers, videographers, editors, and production personnel.
- Coordinated creative briefs and execution requirements.
- Supervised the transition from concepts to production-ready deliverables.
- Connected client objectives with creative execution.
- Supported quality control across creative outputs.
- Coordinated high-volume content and production requirements.

Across the company's broader portfolio through 2025:

11,257 creative files and visual deliverables were produced.

1,743 integrated visual productions were completed across video, motion graphics, and advertising content.

PRINTING & PRODUCTION

Drawing on my previous production background, I contributed practical knowledge to projects involving:

- Commercial printing.
- Digital printing.
- Large-format printing.
- Production planning.
- Print file preparation.
- Finishing.
- Promotional materials.
- Corporate collateral.
- Physical campaign materials.
- Production quality control.
- Supplier and production coordination.

This combined my early technical production experience with later operational and managerial responsibilities.

WEB & APPLICATION DEVELOPMENT

Participated in the development and management of digital projects involving:

- Corporate websites.
- Business websites.
- Landing pages.
- Web-based services.
- Digital platforms.
- Application development.
- User journeys.
- Digital service structures.
- Front-end and back-end project requirements.
- Website and application planning.
- Technical coordination.
- Digital product development.

My Computer Engineering background supported my ability to communicate between **business, creative, user-experience, and development requirements.**

TECHNOLOGY, AUTOMATION & DIGITAL OPERATIONS

Participated in implementing and developing technology-enabled operating systems using tools including:

- Google Workspace
- Zoho CRM
- Zoho Projects
- Zoho Books
- Zoho People
- Google Forms
- Google Sheets
- n8n
- Artificial Intelligence tools
- Workflow automation systems
- Digital project management tools

Key applications included:

- Workflow automation.
- Data collection.
- Internal notifications.
- Project tracking.
- Customer relationship management.
- Operational reporting.
- Task coordination.
- Administrative workflows.
- Digital process improvement.

REKALAM — BUSINESS SCALE & IMPACT

During the company's journey through the end of 2025, the organization recorded:

5 → 34

Team Growth

From an initial team of five to 34 technical, creative, and administrative professionals.

130+

Clients

Across a diverse range of commercial and service sectors.

476+

Projects

Delivered across multidisciplinary engagements.

677

Advertising Campaigns

Across local and regional, digital and traditional channels.

31

Comprehensive Brand Guidelines

Developed from concept through final brand systems.

1,743

Visual Productions

Including video, motion graphics, and advertising productions.

11,257

Creative Deliverables

Including designs, photography, visual assets, and campaign materials.

REKALAM — CHRONOLOGICAL DEVELOPMENT

2021 | FOUNDATION & MARKET ENTRY

The first year focused on establishing the company, building the initial team, developing core services, establishing operating practices, acquiring the first client base, and delivering early projects.

Selected Clients & Projects — 2021

- Khan Al Jamal Agency — September 2021
- Al-Yarmouk Recreational Club

- Al-Yarmouk Hotel
 - Shahryar Restaurant & Gardens — September 2021
 - Wahat Ishtar Commercial Agencies — September 2021
 - Yacoub Afandi Agency — November 2021
 - Magical Style Beauty — November 2021
 - Zahret Al Lotus Drugstore — November 2021
 - Seen Beauty Center — November 2021
 - Celia Brand — November 2021
 - Al-Yarmouk Wedding Halls — December 2021
 - Linda Clinic — December 2021
 - Jummar Restaurant — December 2021
 - DeLong Restaurant & Lounge — December 2021
 - Rouh Café — December 2021
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2022 | EXPANSION & PORTFOLIO GROWTH

2022 marked a significant expansion of the company's client base, sector exposure, service capacity, and partnership network.

The portfolio expanded across **beauty, healthcare, food and beverage, construction, technology, retail, commercial agencies, printing, mobile technology, and professional services.**

Selected Clients, Brands & Collaborations — 2022

- Uno Cake Factory — January 2022
- Madinati Information Technology Company — January 2022
- Al-Ritaj Company — January 2022
- Bonbila Brand — January 2022
- Joint Collaboration with Al-Rahoonji — January 2022
- Joint Collaboration with Up Gate — January 2022
- Ghufra Details Brand — February 2022
- Collaboration with Printer Offset Factory, Turkey — February 2022
- Gourmet Food Company, Lebanon — February 2022
- Karma Beauty Center — February 2022
- Diamond Cosmetic Lenses — February 2022
- Zaina Mobile Phones Company — February 2022
- Unique Salon — March 2022
- Scarlett Care Products — March 2022
- Gharadh Home — March 2022
- Mazaya Al-Binaa Company — March 2022
- Cold Swan — March 2022

- A to Z Company — March 2022
- Simsim Restaurant — April 2022
- Hisnyani Company — May 2022
- Sayed Al-Asnan Clinic — May 2022
- Wahat Al-Jamal Commercial Agencies — May 2022
- Jawharat Al-Nawaris Worldwide Postal Services — June 2022
- Joint Collaboration with C Advertising Company — June 2022
- Doreen Restaurant & Café — July 2022
- Afaq Al-Amer Food Agencies — July 2022
- Lana Lifestyle Commercial Agencies — July 2022
- International Trainer Samo Salmon — July 2022
- Risha Beauty Salon — August 2022
- Qahwati Café — August 2022
- Sadan Company Factory — August 2022
- Khairat Al-Karrada Modern Lighting / Thomas — August 2022
- Class Man Men's Salon — August 2022
- La Bella Spa — August 2022
- Tonic Spa — September 2022
- Al-Safadi Restaurant — September 2022
- Beauty Lounge — September 2022
- Zakzak Restaurant — September 2022
- Shaghaf Café Agency — October 2022
- Maryam Beauty Center — October 2022
- Dollar Lady Center — October 2022
- Platinum Restaurant — October 2022
- Dr. Dhaif Clinic — October 2022
- The One Spa — October 2022
- Franco Restaurant — October 2022
- Shams Academy — November 2022
- Dr. Ahmed Clinic — November 2022
- Molon Pro Brand — November 2022
- Palm Towers City — November 2022
- Hudoo Restaurant & Café

2023 | ORGANIZATIONAL DEVELOPMENT & SECTOR DIVERSIFICATION

During 2023, the business continued expanding into increasingly diverse sectors while developing its ability to coordinate larger and more complex projects.

The portfolio expanded across **technology, software, real estate, construction, healthcare, beauty, retail, professional training, events, supplements, hospitality, and food services.**

Selected Clients, Brands & Collaborations — 2023

- Joint Collaboration with Exora — January 2023
- Pharmacists Club — January 2023
- Oxy Restaurant — January 2023
- Oakland Beauty — January 2023
- Loft Company — February 2023
- Pasco Restaurant & Café — February 2023
- Super Burger — February 2023
- Celebrity Center Commercial Agencies — February 2023
- Set Al-Sham Restaurant — March 2023
- Hadouta Restaurant & Café — March 2023
- Beauty Concept Company — March 2023
- Kan Restaurant & Café — March 2023
- Eiffel Tower Lights Company — March 2023
- Firas Dresses Complex — March 2023
- Al-Saydiya Furniture Center — April 2023
- Valhalla Restaurant & Café — April 2023
- Al-Murabba Software Company — April 2023
- Versagi Clinic — June 2023
- Al-Raja Company — July 2023
- Wood Home — July 2023
- Ikilil Al-Jibal Restaurant — July 2023
- Al-Maraa Clinic — July 2023
- Al-Joud Company — August 2023
- Mosaic Contracting Company — August 2023
- TEDx Baghdad — September 2023
- Tatweer Professional Training — September 2023
- Sense for Shopping — September 2023
- VG Nutritional Supplements — September 2023
- Nawaris Basra — September 2023
- Sheikh Faleh Al-Nimrawi Campaign — September 2023
- Joint Collaboration with Al-Arab Real Estate Marketing — November 2023
- Baydar Al-Bilad / Hublot — December 2023

2024 | INTEGRATION, DIGITAL DEVELOPMENT & COMMERCIAL EXPANSION

2024 represented further integration between strategy, branding, marketing, production, digital development, and commercial execution.

The company continued developing relationships across **travel and tourism, beauty, healthcare, agriculture, food, retail, printing, commercial agencies, and digital projects.**

Selected Clients, Brands & Collaborations — 2024

- Joint Collaboration with Ahl Al-Arabiya Travel & Tourism — February 2024
 - Joint Collaboration with Masar Al-Alam Travel & Tourism — March 2024
 - Coco Hair — March 2024
 - Pharmaceris — April 2024
 - Karbala Agricultural City — April 2024
 - Al-Hadhara Company — April 2024
 - Joint Collaboration with Al-Khayal Printing Press — May 2024
 - Ibtisama Clinic — May 2024
 - Into The Void Brand — June 2024
 - SVR Agency / Aya — September 2024
 - Ard Al-Sindyan — September 2024
 - Abu Jaafar Restaurant — October 2024
 - Baron Beauty Center — October 2024
 - Beirut Bite Restaurant — November 2024
 - Shams Basim — November 2024
 - Miftah Al-Khaleej Company — December 2024
 - Al-Saidawi Agency — December 2024
 - Zainab Rice Agency — December 2024
 - Enchanteur Agency — December 2024
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2025 | OPERATIONAL MATURITY & EXPANDED BRAND PORTFOLIO

By 2025, the company had developed into a multidisciplinary organization supported by a team of **34 technical, creative, and administrative professionals.**

The focus included managing a broader client portfolio, coordinating larger volumes of creative and marketing work, and supporting established brands and companies across several sectors.

Selected Clients, Brands & Projects — 2025

- Al-Durra Agency — January 2025
- Al-Zumurruda Al-Khadraa — March 2025
- Rakaez Al-Tanmia Company — April 2025

- Jamal Ard Akkad Company — May 2025
 - The Third Step Company — May 2025
 - Al-Aqsa Company — May 2025
 - Yaa Supermarket — May 2025
 - Yardley London Agency — June 2025
 - Easy Agency — June 2025
 - Super Sauce — July 2025
 - BADYA Company — July 2025
 - Al-Maharat Kindergarten — July 2025
 - Ain Al-Dib Company — July 2025
 - Flash Grill Restaurant — July 2025
 - Ezzat Marji — October 2025
 - Rukn Al-Alamat Company — October 2025
 - Ala Al-Nahr Restaurant — November 2025
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AL-RAHOONJI DESIGN & PRINTING

Print Designer → Printing, Production & Finishing

Baghdad, Iraq | 2018 – 2021

Joined Al-Rahoonji Design & Printing initially in print design and progressively developed hands-on capabilities across printing, production, finishing, and equipment operation.

This stage provided a strong technical foundation in the relationship between **creative design, production engineering, materials, machinery, quality, cost, and physical execution**.

Design & Pre-Production

- Developed print-ready designs.
- Prepared artwork and files for different production processes.
- Adapted creative files according to machinery and material requirements.
- Managed resolution, dimensions, production specifications, and output requirements.
- Developed practical understanding of how design decisions affect production feasibility and quality.

Printing & Production

Worked directly with and developed practical experience across:

- Xerox digital printing systems.
- Mimaki printing systems.
- Flatbed printing.

- Duplo finishing systems.
- Embroidery machines.
- Cutting equipment.
- Finishing equipment.
- Print production accessories and supporting systems.

Production & Quality

- Followed projects through the complete production lifecycle.
- Managed the transition from digital artwork to physical output.
- Worked with different substrates and production requirements.
- Identified and addressed production issues.
- Monitored output quality.
- Developed practical knowledge of finishing and final preparation.

Professional Development During the Role

Print Design → Printing → Production → Finishing

This period transformed my understanding of design from a purely visual discipline into an integrated process involving **technology, machinery, materials, production, quality, and commercial execution**.

TAXIBOLT APPLICATION

Social Media Designer

2019 – 2020 | Concurrent Role

Worked concurrently in digital content and social media design while continuing my primary work in printing and production.

Responsibilities

- Designed visual content for social media platforms.
- Developed digital promotional materials.
- Translated marketing messages into consumer-facing visual communication.
- Adapted visual concepts for digital environments.
- Developed practical understanding of social media communication and digital audience engagement.

This role expanded my experience from print-focused design into **digital marketing and consumer-facing communication**.

SEWING MACHINERY WORLD

Shipping & Distribution Coordinator

Baghdad, Iraq | 2016 – 2018

My professional career began in logistics, shipping coordination, warehousing, and distribution.

I was responsible for supporting the movement of imported goods from **Basra Port to warehouses in Baghdad**, followed by distribution to different Iraqi governorates.

The operation handled approximately **8 shipping containers every three months**.

Responsibilities

- Coordinated incoming shipments from Basra Port.
- Followed transportation to Baghdad warehouses.
- Coordinated shipment reception and unloading.
- Supported warehouse organization and inventory movement.
- Coordinated distribution from Baghdad to Iraqi governorates.
- Followed the movement of goods across transportation, warehousing, and distribution stages.
- Worked with operational timelines and delivery requirements.
- Developed early experience in logistics coordination, supply chains, problem-solving, and operational discipline.

This role formed the foundation of my later interest in **operations management and process coordination**.

EDUCATION

Bachelor of Science in Computer Engineering

2021

University: [UNIVERSITY NAME]

Academic background in computer engineering, technology, digital systems, and analytical problem-solving.

The degree has supported my later professional work in:

- Digital transformation.
 - Technology-enabled operations.
 - Website development.
 - Application development.
 - Workflow automation.
 - Digital products.
 - Business systems.
 - Technology project coordination.
 - AI-enabled workflows.
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CORE EXECUTIVE & PROFESSIONAL COMPETENCIES

OPERATIONS MANAGEMENT

- Operations Management
 - Operational Planning
 - Workflow Development
 - Process Design
 - Process Improvement
 - Resource Coordination
 - Cross-Functional Operations
 - Quality Management
 - Supplier Coordination
 - Operational Problem-Solving
 - SOP Development
 - Business Process Management
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PROJECT MANAGEMENT

- Project Planning
- Project Execution
- Scope Definition
- Timeline Management
- Resource Planning
- Cross-Functional Team Coordination
- Stakeholder Management
- Client Management

- Vendor Management
 - Risk Identification
 - Deliverable Management
 - Quality Control
 - Project Closure
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TEAM & ORGANIZATIONAL LEADERSHIP

- Team Leadership
 - Team Building
 - Organizational Development
 - Cross-Functional Leadership
 - Role & Responsibility Structuring
 - Workflow Coordination
 - Resource Allocation
 - Performance Coordination
 - Internal Communication
 - Organizational Scaling
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BUSINESS DEVELOPMENT

- Business Development
 - Opportunity Identification
 - Client Acquisition
 - Client Relationship Development
 - Commercial Proposals
 - Service Development
 - Pricing
 - Negotiation
 - Partnership Development
 - Market Research
 - Business Models
 - Go-to-Market Planning
 - New Venture Development
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BRAND DEVELOPMENT

- Brand Strategy
- Brand Positioning
- Naming

- Brand Identity Development
 - Brand Guidelines
 - Visual Identity
 - Brand Architecture
 - Brand Communication
 - Brand Applications
 - Brand Rollout
 - Creative Direction
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MARKETING

- Marketing Strategy
 - Marketing Planning
 - Campaign Management
 - Digital Marketing
 - Social Media Marketing
 - Content Strategy
 - Advertising
 - Customer Acquisition
 - Promotional Strategy
 - Creative Campaign Development
 - Marketing Operations
 - Brand Experience
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CREATIVE & PRODUCTION MANAGEMENT

- Creative Operations
 - Graphic Design
 - Print Design
 - Creative Direction
 - Video Production Coordination
 - Photography Coordination
 - Motion Graphics Coordination
 - Printing
 - Production Management
 - Finishing
 - Quality Control
 - Production Vendor Management
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DIGITAL & TECHNOLOGY

- Website Development
 - Website Programming
 - Application Development
 - Digital Platforms
 - Digital Products
 - Digital Transformation
 - Workflow Automation
 - Artificial Intelligence Tools
 - SaaS Concepts
 - Technology Project Coordination
 - Digital Operations
 - Business Systems
-

LOGISTICS & SUPPLY CHAIN

- Shipping Coordination
 - Warehousing
 - Distribution
 - Logistics Operations
 - Supply Chain Coordination
 - Inventory Movement
 - Transportation Coordination
 - Supplier Coordination
-

BUSINESS & TECHNOLOGY TOOLS

BUSINESS MANAGEMENT

- Google Workspace
- Google Forms
- Google Sheets
- Zoho CRM
- Zoho Projects
- Zoho Books
- Zoho People

AUTOMATION & TECHNOLOGY

- n8n
- Workflow Automation

- Artificial Intelligence Tools
- Digital Systems
- Web Platforms
- Application Projects
- SaaS Concepts

CREATIVE & DESIGN

- Adobe Creative Cloud
- Envato
- Freepik Premium

DIGITAL MARKETING

- Meta Ads
- Social Media Management
- Digital Campaign Management
- Content Operations

PRINTING & PRODUCTION

- Xerox
 - Mimaki
 - Flatbed Printing
 - Duplo
 - Embroidery Systems
 - Cutting & Finishing Equipment
-

INDUSTRY EXPERIENCE

Professional exposure across a broad portfolio of sectors, including:

Marketing & Advertising

Beauty & Aesthetic Medicine

Healthcare & Clinics

Pharmaceuticals

Food & Beverage

Restaurants & Hospitality

Retail

FMCG

Commercial Agencies

Technology & Software

Real Estate

Construction & Contracting
Travel & Tourism
Fitness
Security Services
Printing & Production
Professional Training
Events
Consumer Products
E-Commerce
Digital Products & Platforms

SELECTED ENTREPRENEURIAL & BUSINESS DEVELOPMENT EXPERIENCE

Alongside my core professional responsibilities, I have worked on the research, planning, development, or structuring of multiple business and digital concepts.

These projects have strengthened my experience in **feasibility assessment, project establishment, business models, brand strategy, operational planning, MVP development, digital products, and commercialization.**

AI-Enabled Travel Platform

Development of a technology-enabled travel concept incorporating:

- AI-assisted travel services.
 - Digital customer journeys.
 - Business model development.
 - Brand development.
 - Website and platform planning.
 - Revenue modeling.
 - Operational planning.
 - Competitive analysis.
 - Product roadmap development.
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Iraqi Freelance Marketplace Concept

Development of a marketplace concept inspired by international freelance platforms and adapted for the Iraqi market.

Areas explored included:

- Marketplace structure.
 - User journeys.
 - Freelancer and client experience.
 - Brand naming.
 - Commercial model.
 - Platform requirements.
 - Market positioning.
 - MVP planning.
-

Corporate Gifts Digital Platform

Development of a digital customization and ordering concept allowing customers to:

- Upload logos.
- Preview customized products.
- Select quantities.
- Complete payment.
- Submit orders directly into a production workflow.

The concept connected **e-commerce, customization, production, automation, and corporate sales.**

Productized Company Profile Design Service

Development of a structured commercial service for professional company-profile design, including:

- Service packages.
 - Pricing structure.
 - Feasibility assessment.
 - Market analysis.
 - Operational requirements.
 - Production hours.
 - Workflow design.
 - Sales positioning.
-

Business Project Development Framework

Development of a structured approach for turning ideas into investment-ready or execution-ready business projects through:

1. Feasibility Study
 2. Project Charter
 3. Business Model
 4. Brand Strategy & Naming
 5. Detailed Operational Plan
 6. MVP Development
 7. Market Testing
 8. Post-Launch Feasibility Review
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Automated Design & Workflow Systems

Exploration and development of systems designed to automate recurring creative and operational tasks for client accounts using:

- AI tools.
 - n8n.
 - Forms.
 - Databases.
 - Automated notifications.
 - Structured workflows.
 - Content systems.
 - Operational triggers.
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Clinic & Medical Booking Platform Concept

Exploration of a digital booking and operational system designed for clinics and medical businesses, with emphasis on customer booking, operational coordination, and service management.

Digital Products & AI Services

Development and exploration of digital product concepts including:

- AI employees.
 - AI-enabled business tools.
 - Automation products.
 - Business templates.
 - Operational systems.
 - Digital services.
 - Technology-enabled professional services.
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PROFESSIONAL APPROACH

My career has developed through direct exposure to several layers of business operations rather than through a single functional discipline.

I have worked with:

Physical Goods — logistics, shipping, warehousing and distribution.

Production Systems — printing machinery, finishing, materials and quality.

Creative Work — graphic design, branding, content and visual communication.

Digital Marketing — social media, campaigns, advertising and customer acquisition.

Technology — websites, applications, digital systems, automation and AI.

Operations — workflows, teams, processes, resources and execution.

Business Development — clients, proposals, partnerships, services and commercial opportunities.

Management — multidisciplinary teams, projects, growth and organizational development.

This multidisciplinary foundation allows me to understand organizations not only from a managerial perspective, but also from the operational and technical realities through which strategies are ultimately executed.

LANGUAGES

Arabic

Native

English

[good]

PROFESSIONAL CONTACT

Ameer Monther

Baghdad, Iraq

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